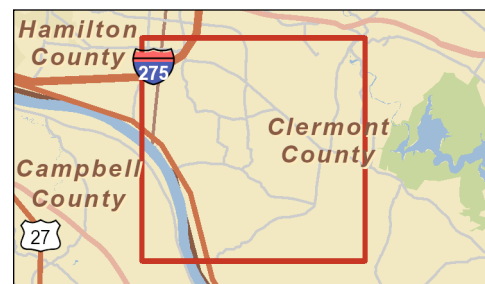
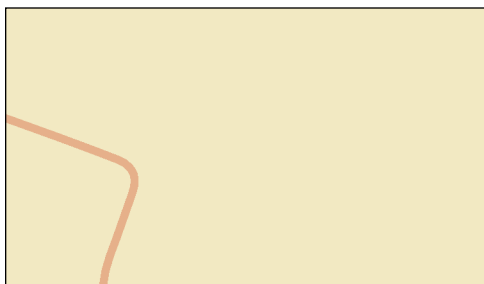




Pierce Township, OH
Standard Geography

This map shows the City of Withamsville, Ohio, which is shaded in blue. The city is located at the intersection of I-275 and I-75. To the north is Hamilton County, to the east is Clermont County, and to the south is Campbell County. The city is bordered by the Ohio River to the west. Major roads shown include I-275, I-75, I-132, I-222, and US-52. Landmarks include Vineyard Golf Course, Woodland Mound Park, and Armory Park. A scale bar at the bottom left indicates distances up to 2.25 miles.



Made with Esri Business Analyst



Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

Population Summary

2000 Total Population	12,226
2000 Group Quarters	10
2010 Total Population	14,057
2015 Total Population	14,848
2010-2015 Annual Rate	1.10%

Household Summary

2000 Households	4,656
2000 Average Household Size	2.62
2010 Households	5,434
2010 Average Household Size	2.59
2015 Households	5,760
2015 Average Household Size	2.58
2010-2015 Annual Rate	1.17%
2000 Families	3,491
2000 Average Family Size	3.03
2010 Families	3,999
2010 Average Family Size	3.00
2015 Families	4,208
2015 Average Family Size	3.00
2010-2015 Annual Rate	1.02%

Housing Unit Summary

2000 Housing Units	4,940
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	5.7%
2010 Housing Units	5,946
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	8.6%
2015 Housing Units	6,403
Owner Occupied Housing Units	69.5%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	10.0%

Median Household Income

2000	\$56,237
2010	\$68,900
2015	\$77,411

Median Home Value

2000	\$131,450
2010	\$161,154
2015	\$177,384

Per Capita Income

2000	\$26,370
2010	\$31,612
2015	\$35,310

Median Age

2000	35.4
2010	38.0
2015	38.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

2000 Households by Income

Household Income Base	4,640
<\$15,000	7.9%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	25.4%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	2.7%
\$200,000+	3.2%
Average Household Income	\$69,183

2010 Households by Income

Household Income Base	5,434
<\$15,000	4.8%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	21.7%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	4.0%
\$200,000+	3.9%
Average Household Income	\$81,749

2015 Households by Income

Household Income Base	5,760
<\$15,000	4.0%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	22.7%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	5.1%
\$200,000+	4.7%
Average Household Income	\$90,994

2000 Owner Occupied Housing Units by Value

Total	3,629
<\$50,000	4.6%
\$50,000 - \$99,999	22.0%
\$100,000 - \$149,999	35.6%
\$150,000 - \$199,999	16.1%
\$200,000 - \$299,999	13.0%
\$300,000 - \$499,999	6.9%
\$500,000 - \$999,999	1.9%
\$1,000,000 +	0.0%
Average Home Value	\$161,575

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,016
With Cash Rent	98.5%
No Cash Rent	1.5%
Median Rent	\$544
Average Rent	\$517

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

2000 Population by Age

Total	12,226
0 - 4	7.5%
5 - 9	7.2%
10 - 14	7.0%
15 - 24	12.7%
25 - 34	14.8%
35 - 44	17.2%
45 - 54	15.4%
55 - 64	9.4%
65 - 74	5.3%
75 - 84	2.8%
85 +	0.6%
18 +	73.9%

2010 Population by Age

Total	14,057
0 - 4	7.3%
5 - 9	7.5%
10 - 14	7.5%
15 - 24	10.0%
25 - 34	13.2%
35 - 44	15.8%
45 - 54	15.5%
55 - 64	12.5%
65 - 74	6.8%
75 - 84	3.1%
85 +	1.0%
18 +	73.9%

2015 Population by Age

Total	14,848
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.7%
15 - 24	10.8%
25 - 34	10.3%
35 - 44	16.4%
45 - 54	14.8%
55 - 64	12.5%
65 - 74	8.4%
75 - 84	3.5%
85 +	1.0%
18 +	73.5%

2000 Population by Sex

Males	49.2%
Females	50.8%

2010 Population by Sex

Males	48.8%
Females	51.2%

2015 Population by Sex

Males	48.5%
Females	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

2000 Population by Race/Ethnicity

Total	12,226
White Alone	97.6%
Black Alone	0.6%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	0.9%
Diversity Index	6.4

2010 Population by Race/Ethnicity

Total	14,057
White Alone	96.6%
Black Alone	0.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.4%
Diversity Index	9.3

2015 Population by Race/Ethnicity

Total	14,848
White Alone	96.1%
Black Alone	1.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.6%
Two or More Races	1.4%
Hispanic Origin	1.7%
Diversity Index	10.7

2000 Population 3+ by School Enrollment

Total	11,708
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.2%
Enrolled in Grade 9-12	6.2%
Enrolled in College	4.1%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	73.3%

2010 Population 25+ by Educational Attainment

Total	9,534
Less Than 9th Grade	2.3%
9th to 12th Grade, No Diploma	6.3%
High School Graduate	28.5%
Some College, No Degree	24.1%
Associate Degree	11.3%
Bachelor's Degree	16.7%
Graduate/Professional Degree	10.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

2010 Population 15+ by Marital Status

Total	10,935
Never Married	23.4%
Married	59.3%
Widowed	5.6%
Divorced	11.7%

2000 Population 16+ by Employment Status

Total	9,382
In Labor Force	74.0%
Civilian Employed	72.2%
Civilian Unemployed	1.8%
In Armed Forces	0.0%
Not In Labor Force	26.1%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.2%
Civilian Unemployed	8.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.8%
Civilian Unemployed	7.2%

2000 Females 16+ by Employment Status and Age of Children

Total	4,824
Own Children < 6 Only	10.0%
Employed/in Armed Forces	7.1%
Unemployed	0.1%
Not in Labor Force	2.8%
Own Children <6 and 6-17 Only	5.3%
Employed/in Armed Forces	3.5%
Unemployed	0.0%
Not in Labor Force	1.8%
Own Children 6-17 Only	19.1%
Employed/in Armed Forces	14.0%
Unemployed	0.8%
Not in Labor Force	4.4%
No Own Children < 18	65.5%
Employed/in Armed Forces	41.5%
Unemployed	0.6%
Not in Labor Force	23.5%

2010 Employed Population 16+ by Industry

Total	7,058
Agriculture/Mining	0.1%
Construction	6.7%
Manufacturing	10.8%
Wholesale Trade	3.6%
Retail Trade	12.3%
Transportation/Utilities	4.9%
Information	1.6%
Finance/Insurance/Real Estate	7.7%
Services	49.0%
Public Administration	3.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

2010 Employed Population 16+ by Occupation

Total	7,058
White Collar	68.2%
Management/Business/Financial	19.8%
Professional	21.1%
Sales	12.0%
Administrative Support	15.3%
Services	14.1%
Blue Collar	17.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	5.0%
Production	4.9%
Transportation/Material Moving	4.1%

2000 Workers 16+ by Means of Transportation to Work

Total	6,615
Drove Alone - Car, Truck, or Van	84.3%
Carpooled - Car, Truck, or Van	10.3%
Public Transportation	1.5%
Walked	0.9%
Other Means	0.5%
Worked at Home	2.5%

2000 Workers 16+ by Travel Time to Work

Total	6,615
Did not Work at Home	97.5%
Less than 5 minutes	2.2%
5 to 9 minutes	7.1%
10 to 19 minutes	22.8%
20 to 24 minutes	13.0%
25 to 34 minutes	23.9%
35 to 44 minutes	12.6%
45 to 59 minutes	11.3%
60 to 89 minutes	3.2%
90 or more minutes	1.3%
Worked at Home	2.5%
Average Travel Time to Work (in min)	27.5

2000 Households by Vehicles Available

Total	4,656
None	3.6%
1	24.1%
2	47.7%
3	17.7%
4	5.5%
5+	1.4%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

2000 Households by Type

Total	4,656
Family Households	75.0%
Married-couple Family	63.1%
With Related Children	30.9%
Other Family (No Spouse)	11.8%
With Related Children	7.5%
Nonfamily Households	25.0%
Householder Living Alone	20.1%
Householder Not Living Alone	4.9%
Households with Related Children	38.4%
Households with Persons 65+	16.6%

2000 Households by Size

Total	4,656
1 Person Household	20.1%
2 Person Household	35.9%
3 Person Household	18.9%
4 Person Household	16.0%
5 Person Household	5.9%
6 Person Household	2.4%
7 + Person Household	0.7%

2000 Households by Year Householder Moved In

Total	4,656
Moved in 1999 to March 2000	20.4%
Moved in 1995 to 1998	29.0%
Moved in 1990 to 1994	19.1%
Moved in 1980 to 1989	16.6%
Moved in 1970 to 1979	7.9%
Moved in 1969 or Earlier	7.0%
Median Year Householder Moved In	1995

2000 Housing Units by Units in Structure

Total	4,940
1, Detached	67.9%
1, Attached	5.5%
2	0.7%
3 or 4	3.5%
5 to 9	7.0%
10 to 19	10.8%
20 +	1.1%
Mobile Home	3.5%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	4,940
1999 to March 2000	4.0%
1995 to 1998	10.5%
1990 to 1994	14.6%
1980 to 1989	21.4%
1970 to 1979	23.6%
1969 or Earlier	25.9%
Median Year Structure Built	1980

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Pierce township, OH (3902...

Top 3 Tapestry Segments

1. Green Acres
2. Exurbanites
3. In Style

2010 Consumer Spending

Apparel & Services: Total \$	\$10,531,870
Average Spent	\$1,938.14
Spending Potential Index	81
Computers & Accessories: Total \$	\$1,410,074
Average Spent	\$259.49
Spending Potential Index	118
Education: Total \$	\$8,066,625
Average Spent	\$1,484.47
Spending Potential Index	122
Entertainment/Recreation: Total \$	\$21,136,153
Average Spent	\$3,889.61
Spending Potential Index	121
Food at Home: Total \$	\$27,258,516
Average Spent	\$5,016.29
Spending Potential Index	112
Food Away from Home: Total \$	\$20,279,233
Average Spent	\$3,731.92
Spending Potential Index	116
Health Care: Total \$	\$22,988,410
Average Spent	\$4,230.48
Spending Potential Index	114
HH Furnishings & Equipment: Total \$	\$11,799,519
Average Spent	\$2,171.42
Spending Potential Index	105
Investments: Total \$	\$10,942,712
Average Spent	\$2,013.75
Spending Potential Index	116
Retail Goods: Total \$	\$151,133,713
Average Spent	\$27,812.61
Spending Potential Index	112
Shelter: Total \$	\$101,966,528
Average Spent	\$18,764.54
Spending Potential Index	119
TV/Video/Audio: Total \$	\$7,662,409
Average Spent	\$1,410.09
Spending Potential Index	114
Travel: Total \$	\$12,734,723
Average Spent	\$2,343.53
Spending Potential Index	124
Vehicle Maintenance & Repairs: Total \$	\$5,969,337
Average Spent	\$1,098.52
Spending Potential Index	117

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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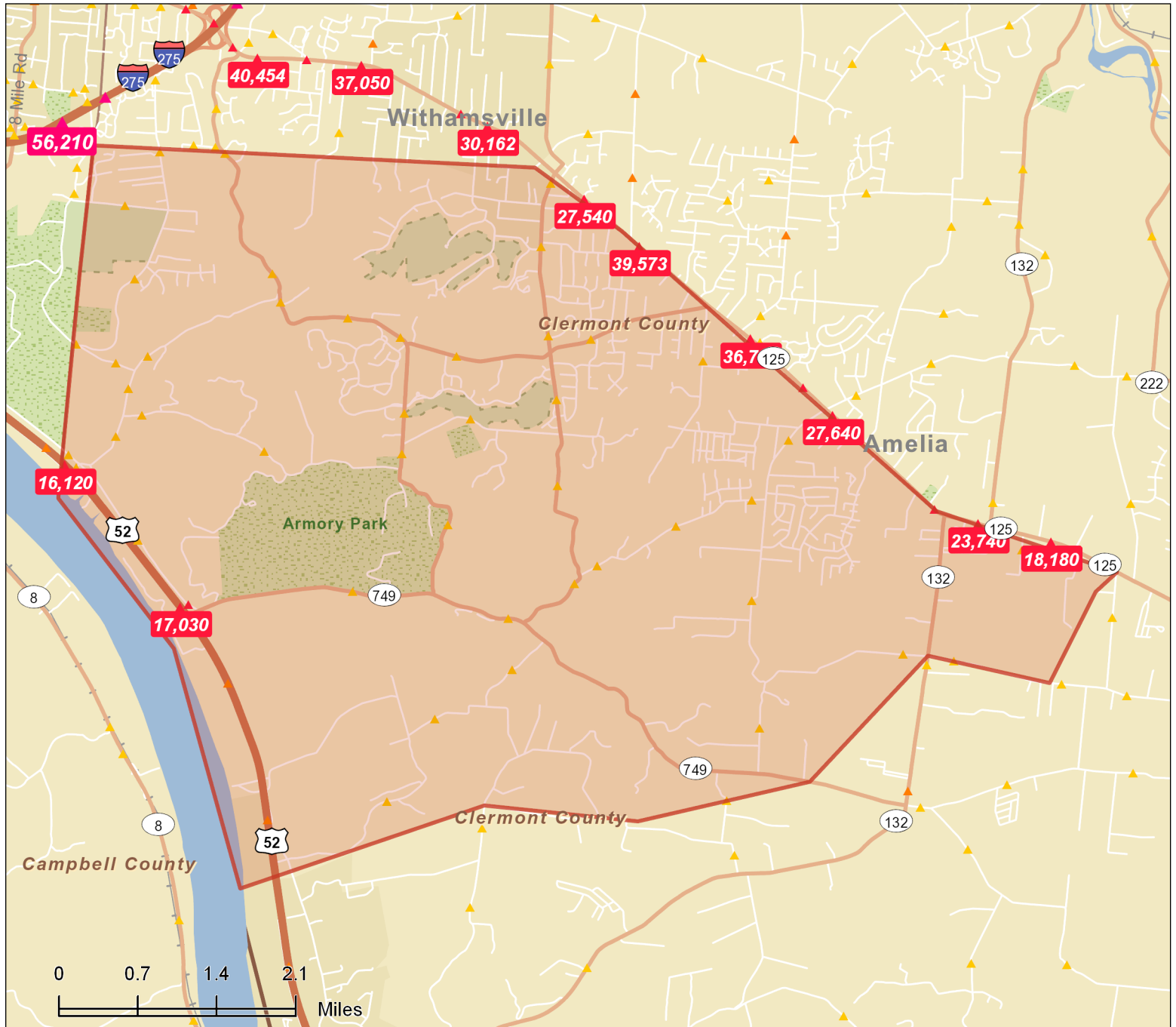


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

Pierce Township, OH

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



Business Summary

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Data for all businesses in area			Pierce township, OH (3902...	
Total Businesses:			287	
Total Employees:			1,826	
Total Residential Population:			14,057	
Employee/Residential Population Ratio:			0.13	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	9	3.1%	20	1.1%
Construction	35	12.2%	79	4.3%
Manufacturing	8	2.8%	57	3.1%
Transportation	9	3.1%	33	1.8%
Communication	0	0.0%	0	0.0%
Utility	1	0.3%	0	0.0%
Wholesale Trade	11	3.8%	16	0.9%
Retail Trade Summary	60	20.9%	450	24.6%
Home Improvement	2	0.7%	2	0.1%
General Merchandise Stores	2	0.7%	1	0.1%
Food Stores	7	2.4%	214	11.7%
Auto Dealers, Gas Stations, Auto Aftermarket	13	4.5%	45	2.5%
Apparel & Accessory Stores	1	0.3%	3	0.2%
Furniture & Home Furnishings	7	2.4%	20	1.1%
Eating & Drinking Places	12	4.2%	141	7.7%
Miscellaneous Retail	16	5.6%	24	1.3%
Finance, Insurance, Real Estate Summary	28	9.8%	77	4.2%
Banks, Savings & Lending Institutions	9	3.1%	41	2.2%
Securities Brokers	1	0.3%	3	0.2%
Insurance Carriers & Agents	7	2.4%	10	0.5%
Real Estate, Holding, Other Investment Offices	11	3.8%	23	1.3%
Services Summary	108	37.6%	789	43.2%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	6	2.1%	17	0.9%
Motion Pictures & Amusements	7	2.4%	92	5.0%
Health Services	4	1.4%	13	0.7%
Legal Services	4	1.4%	10	0.5%
Education Institutions & Libraries	7	2.4%	290	15.9%
Other Services	80	27.9%	367	20.1%
Government	7	2.4%	301	16.5%
Other	11	3.8%	4	0.2%
Totals	287	100%	1,826	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.3%	0	0.0%
Construction	35	12.2%	79	4.3%
Manufacturing	7	2.4%	55	3.0%
Wholesale Trade	11	3.8%	16	0.9%
Retail Trade	47	16.4%	307	16.8%
Motor Vehicle & Parts Dealers	9	3.1%	26	1.4%
Furniture & Home Furnishings Stores	4	1.4%	16	0.9%
Electronics & Appliance Stores	3	1.0%	4	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.7%	2	0.1%
Food & Beverage Stores	7	2.4%	214	11.7%
Health & Personal Care Stores	3	1.0%	4	0.2%
Gasoline Stations	4	1.4%	19	1.0%
Clothing & Clothing Accessories Stores	1	0.3%	3	0.2%
Sport Goods, Hobby, Book, & Music Stores	3	1.0%	1	0.1%
General Merchandise Stores	2	0.7%	1	0.1%
Miscellaneous Store Retailers	8	2.8%	16	0.9%
Nonstore Retailers	1	0.3%	1	0.1%
Transportation & Warehousing	9	3.1%	33	1.8%
Information	4	1.4%	17	0.9%
Finance & Insurance	18	6.3%	56	3.1%
Central Bank/Credit Intermediation & Related Activities	10	3.5%	43	2.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.3%	3	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	7	2.4%	10	0.5%
Real Estate, Rental & Leasing	13	4.5%	37	2.0%
Professional, Scientific & Tech Services	34	11.8%	63	3.5%
Legal Services	5	1.7%	13	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	19	6.6%	59	3.2%
Educational Services	9	3.1%	288	15.8%
Health Care & Social Assistance	9	3.1%	82	4.5%
Arts, Entertainment & Recreation	4	1.4%	80	4.4%
Accommodation & Food Services	12	4.2%	141	7.7%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	12	4.2%	141	7.7%
Other Services (except Public Administration)	37	12.9%	208	11.4%
Automotive Repair & Maintenance	6	2.1%	17	0.9%
Public Administration	7	2.4%	301	16.5%
Unclassified Establishments	11	3.8%	4	0.2%
Total	287	100%	1,826	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Retail MarketPlace Profile

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Summary Demographics

2010 Population	14,057
2010 Households	5,434
2010 Median Disposable Income	\$52,888
2010 Per Capita Income	\$31,612

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$163,694,796	\$67,348,820	\$96,345,976	41.7	61
Total Retail Trade	44-45	\$139,806,454	\$58,629,587	\$81,176,867	40.9	48
Total Food & Drink	722	\$23,888,342	\$8,719,233	\$15,169,109	46.5	13

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,275,985	\$3,193,074	\$30,082,911	82.5	8
Automobile Dealers	4411	\$28,120,575	\$1,338,554	\$26,782,021	90.9	3
Other Motor Vehicle Dealers	4412	\$2,538,572	\$992,568	\$1,546,004	43.8	3
Auto Parts, Accessories & Tire Stores	4413	\$2,616,838	\$861,952	\$1,754,886	50.4	2
Furniture & Home Furnishings Stores	442	\$2,457,116	\$1,536,483	\$920,633	23.1	4
Furniture Stores	4421	\$1,259,347	\$437,808	\$821,539	48.4	1
Home Furnishings Stores	4422	\$1,197,769	\$1,098,675	\$99,094	4.3	3
Electronics & Appliance Stores	4431	\$5,880,427	\$667,053	\$5,213,374	79.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,664,968	\$166,796	\$5,498,172	94.3	2
Bldg Material & Supplies Dealers	4441	\$5,348,309	\$52,258	\$5,296,051	98.1	1
Lawn & Garden Equip & Supply Stores	4442	\$316,659	\$114,538	\$202,121	46.9	1
Food & Beverage Stores	445	\$24,349,956	\$22,815,812	\$1,534,144	3.3	6
Grocery Stores	4451	\$23,338,998	\$22,730,783	\$608,215	1.3	5
Specialty Food Stores	4452	\$346,728	\$85,029	\$261,699	60.6	1
Beer, Wine & Liquor Stores	4453	\$664,230	\$0	\$664,230	100.0	0
Health & Personal Care Stores	446,4461	\$2,819,473	\$890,813	\$1,928,660	52.0	3
Gasoline Stations	447,4471	\$22,921,218	\$15,814,217	\$7,107,001	18.3	5
Clothing & Clothing Accessories Stores	448	\$4,047,684	\$226,916	\$3,820,768	89.4	2
Clothing Stores	4481	\$2,945,287	\$226,916	\$2,718,371	85.7	2
Shoe Stores	4482	\$631,244	\$0	\$631,244	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$471,153	\$0	\$471,153	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$662,550	\$285,061	\$377,489	39.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$513,647	\$100,747	\$412,900	67.2	2
Book, Periodical & Music Stores	4512	\$148,903	\$184,314	\$-35,411	-10.6	1
General Merchandise Stores	452	\$22,874,584	\$11,976,973	\$10,897,611	31.3	2
Department Stores Excluding Leased Depts.	4521	\$9,893,288	\$11,499,539	\$-1,606,251	-7.5	1
Other General Merchandise Stores	4529	\$12,981,296	\$477,434	\$12,503,862	92.9	1
Miscellaneous Store Retailers	453	\$1,977,353	\$610,596	\$1,366,757	52.8	9
Florists	4531	\$118,573	\$166,204	\$-47,631	-16.7	2
Office Supplies, Stationery & Gift Stores	4532	\$678,334	\$0	\$678,334	100.0	0
Used Merchandise Stores	4533	\$45,388	\$53,349	\$-7,961	-8.1	2
Other Miscellaneous Store Retailers	4539	\$1,135,058	\$391,043	\$744,015	48.8	5
Nonstore Retailers	454	\$12,875,140	\$445,793	\$12,429,347	93.3	1
Electronic Shopping & Mail-Order Houses	4541	\$12,106,885	\$445,793	\$11,661,092	92.9	1
Vending Machine Operators	4542	\$18,117	\$0	\$18,117	100.0	0
Direct Selling Establishments	4543	\$750,138	\$0	\$750,138	100.0	0
Food Services & Drinking Places	722	\$23,888,342	\$8,719,233	\$15,169,109	46.5	13
Full-Service Restaurants	7221	\$8,530,568	\$2,667,459	\$5,863,109	52.4	5
Limited-Service Eating Places	7222	\$13,267,250	\$5,971,726	\$7,295,524	37.9	7
Special Food Services	7223	\$1,664,985	\$0	\$1,664,985	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$425,539	\$80,048	\$345,491	68.3	1

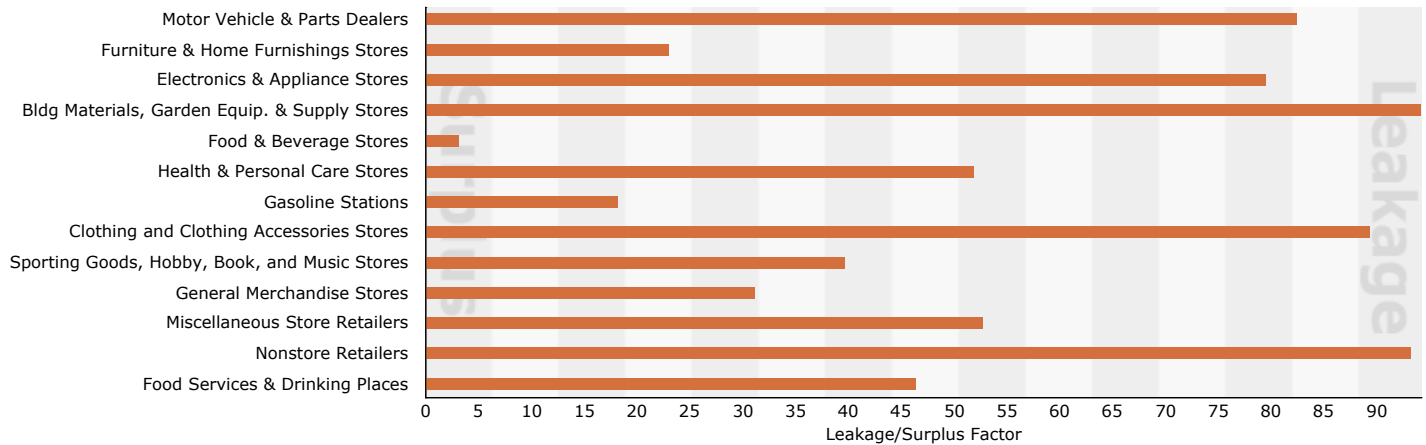
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Total Number of Adults		10,384	10,913
Households		5,434	5,760
Median Household Income		\$68,900	\$77,411

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,816	56.0%	112
Bought any women's apparel in last 12 months	4,981	48.0%	105
Bought apparel for child <13 in last 6 months	3,173	30.6%	107
Bought any shoes in last 12 months	5,817	56.0%	108
Bought costume jewelry in last 12 months	2,322	22.4%	107
Bought any fine jewelry in last 12 months	2,380	22.9%	104
Bought a watch in last 12 months	1,962	18.9%	98
Automobiles (Households)			
HH owns/leases any vehicle	5,112	94.1%	109
HH bought/leased new vehicle last 12 mo	674	12.4%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,760	94.0%	108
Bought/changed motor oil in last 12 months	5,797	55.8%	107
Had tune-up in last 12 months	3,533	34.0%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,613	63.7%	103
Drank regular cola in last 6 months	5,093	49.0%	96
Drank beer/ale in last 6 months	4,727	45.5%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,358	13.1%	102
Bought film in last 12 months	2,109	20.3%	106
Bought digital camera in last 12 months	802	7.7%	113
Bought memory card for camera in last 12 months	939	9.0%	118
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,782	36.4%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,325	22.4%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,587	34.5%	107
Avg monthly cell/mobile phone/PDA bill: \$100+	2,561	24.7%	116
Computers (Households)			
HH owns a personal computer	4,665	85.8%	116
Spent <\$500 on most recent home PC purchase	490	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	1,185	21.8%	122
Spent \$1000-\$1499 on most recent home PC purchase	882	16.2%	124
Spent \$1500-\$1999 on most recent home PC purchase	459	8.4%	119
Spent \$2000+ on most recent home PC purchase	403	7.4%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



Retail Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,690	64.4%	107
Bought cigarettes at convenience store in last 30 days	1,506	14.5%	93
Bought gas at convenience store in last 30 days	3,889	37.5%	112
Spent at convenience store in last 30 days: <\$20	1,129	10.9%	113
Spent at convenience store in last 30 days: \$20-39	1,109	10.7%	105
Spent at convenience store in last 30 days: \$40+	3,935	37.9%	105
Entertainment (Adults)			
Attended movies in last 6 months	6,544	63.0%	107
Went to live theater in last 12 months	1,575	15.2%	115
Went to a bar/night club in last 12 months	2,237	21.5%	113
Dined out in last 12 months	6,022	58.0%	118
Gambled at a casino in last 12 months	1,854	17.9%	111
Visited a theme park in last 12 months	2,482	23.9%	111
DVDs rented in last 30 days: 1	338	3.3%	123
DVDs rented in last 30 days: 2	626	6.0%	130
DVDs rented in last 30 days: 3	384	3.7%	116
DVDs rented in last 30 days: 4	461	4.4%	115
DVDs rented in last 30 days: 5+	1,574	15.2%	115
DVDs purchased in last 30 days: 1	618	6.0%	120
DVDs purchased in last 30 days: 2	577	5.6%	117
DVDs purchased in last 30 days: 3-4	489	4.7%	102
DVDs purchased in last 30 days: 5+	489	4.7%	90
Spent on toys/games in last 12 months: <\$50	655	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	290	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	786	7.6%	105
Spent on toys/games in last 12 months: \$200-\$499	1,304	12.6%	116
Spent on toys/games in last 12 months: \$500+	715	6.9%	120
Financial (Adults)			
Have home mortgage (1st)	2,855	27.5%	143
Used ATM/cash machine in last 12 months	6,112	58.9%	116
Own any stock	1,218	11.7%	128
Own U.S. savings bond	914	8.8%	129
Own shares in mutual fund (stock)	1,346	13.0%	138
Own shares in mutual fund (bonds)	824	7.9%	134
Used full service brokerage firm in last 12 months	816	7.9%	127
Have savings account	4,633	44.6%	123
Have 401K retirement savings	2,540	24.5%	138
Did banking over the Internet in last 12 months	3,707	35.7%	131
Own any credit/debit card (in own name)	8,522	82.1%	111
Avg monthly credit card expenditures: <\$111	1,581	15.2%	110
Avg monthly credit card expenditures: \$111-225	899	8.7%	111
Avg monthly credit card expenditures: \$226-450	904	8.7%	116
Avg monthly credit card expenditures: \$451-700	777	7.5%	117
Avg monthly credit card expenditures: \$701+	1,733	16.7%	125

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Retail Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	7,812	75.2%	106
Used bread in last 6 months	10,145	97.7%	101
Used chicken/turkey (fresh or frozen) in last 6 months	8,383	80.7%	104
Used fish/seafood (fresh or frozen) in last 6 months	5,881	56.6%	107
Used fresh fruit/vegetables in last 6 months	9,322	89.8%	103
Used fresh milk in last 6 months	9,719	93.6%	103
Health (Adults)			
Exercise at home 2+ times per week	3,570	34.4%	114
Exercise at club 2+ times per week	1,426	13.7%	112
Visited a doctor in last 12 months	8,430	81.2%	105
Used vitamin/dietary supplement in last 6 months	5,456	52.5%	108
Home (Households)			
Any home improvement in last 12 months	2,147	39.5%	125
Used housekeeper/maid/prof HH cleaning service in the last 12 months	933	17.2%	110
Purchased any HH furnishing in last 12 months	1,875	34.5%	115
Purchased bedding/bath goods in last 12 months	3,104	57.1%	105
Purchased cooking/serving product in last 12 months	1,616	29.7%	108
Bought any kitchen appliance in last 12 months	1,073	19.7%	113
Insurance (Adults)			
Currently carry any life insurance	5,866	56.5%	118
Have medical/hospital/accident insurance	8,115	78.1%	109
Carry homeowner insurance	6,800	65.5%	124
Carry renter insurance	544	5.2%	85
Have auto/other vehicle insurance	9,444	90.9%	109
Pets (Households)			
HH owns any pet	3,420	62.9%	122
HH owns any cat	1,621	29.8%	124
HH owns any dog	2,613	48.1%	127
Reading Materials (Adults)			
Bought book in last 12 months	5,850	56.3%	112
Read any daily newspaper	4,558	43.9%	106
Heavy magazine reader	2,073	20.0%	100
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	8,261	79.6%	110
Went to family restaurant/steak house last mo: <2 times	2,697	26.0%	101
Went to family restaurant/steak house last mo: 2-4 times	3,149	30.3%	112
Went to family restaurant/steak house last mo: 5+ times	2,415	23.3%	120
Went to fast food/drive-in restaurant in last 6 mo	9,526	91.7%	103
Went to fast food/drive-in restaurant <6 times/mo	3,513	33.8%	97
Went to fast food/drive-in restaurant 6-13 times/mo	3,227	31.1%	107
Went to fast food/drive-in restaurant 14+ times/mo	2,785	26.8%	108
Fast food/drive-in last 6 mo: eat in	4,206	40.5%	108
Fast food/drive-in last 6 mo: home delivery	1,121	10.8%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	6,185	59.6%	114
Fast food/drive-in last 6 mo: take-out/walk-in	2,646	25.5%	104

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Retail Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,962	72.9%	113
HH average monthly long distance phone bill: <\$16	1,609	29.6%	107
HH average monthly long distance phone bill: \$16-25	690	12.7%	111
HH average monthly long distance phone bill: \$26-59	537	9.9%	108
HH average monthly long distance phone bill: \$60+	249	4.6%	103
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	777	14.3%	73
HH owns 2 TVs	1,358	25.0%	95
HH owns 3 TVs	1,334	24.5%	109
HH owns 4+ TVs	1,496	27.5%	131
HH subscribes to cable TV	3,191	58.7%	101
HH Purchased audio equipment in last 12 months	557	10.3%	106
HH Purchased CD player in last 12 months	217	4.0%	103
HH Purchased DVD player in last 12 months	588	10.8%	111
HH Purchased MP3 player in last 12 months	1,256	12.1%	119
HH Purchased video game system in last 12 months	684	12.6%	117
Travel (Adults)			
Domestic travel in last 12 months	6,513	62.7%	120
Took 3+ domestic trips in last 12 months	1,980	19.1%	129
Spent on domestic vacations last 12 mo: <\$1000	1,493	14.4%	114
Spent on domestic vacations last 12 mo: \$1000-\$1499	918	8.8%	132
Spent on domestic vacations last 12 mo: \$1500-\$1999	583	5.6%	138
Spent on domestic vacations last 12 mo: \$2000-\$2999	532	5.1%	124
Spent on domestic vacations last 12 mo: \$3000+	659	6.3%	126
Foreign travel in last 3 years	3,081	29.7%	115
Took 3+ foreign trips by plane in last 3 years	528	5.1%	107
Spent on foreign vacations last 12 mo: <\$1000	721	6.9%	116
Spent on foreign vacations last 12 mo: \$1000-\$2999	451	4.3%	106
Spent on foreign vacations last 12 mo: \$3000+	514	5.0%	101
Stayed 1+ nights at hotel/motel in last 12 months	5,277	50.8%	125

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Population 18+		10,384	10,913
Households		5,434	5,760
Median Household Income		\$68,900	\$77,411
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	4,665	85.8%	116
Purchased home PC in last 12 months	1,003	18.5%	118
Purchased home PC 1-2 years ago	1,468	27.0%	120
Purchased home PC 3-4 years ago	1,349	24.8%	128
Purchased home PC 5+ years ago	571	10.5%	113
Spent <\$500 on home PC (most recent purchase)	490	9.0%	104
Spent \$500-999 on home PC (most recent purchase)	1,185	21.8%	122
Spent \$1000-1499 on home PC (most recent purchase)	882	16.2%	124
Spent \$1500-1999 on home PC (most recent purchase)	459	8.5%	119
Spent \$2000+ on home PC (most recent purchase)	403	7.4%	119
Purchased home PC at computer superstore	869	16.0%	125
Purchased home PC at department store	251	4.6%	94
Purchased home PC direct from manufacturer	955	17.6%	126
Purchased home PC at electronics store	753	13.9%	126
Purchased home PC on Internet	549	10.1%	118
Purchased home PC at warehouse discount outlet	155	2.9%	130
HH owns desktop PC	3,742	68.9%	120
HH owns laptop/notebook/tablet PC	2,053	37.8%	121
HH owns any Apple/Mac clone brand PC	342	6.3%	101
HH owns any IBM/IBM compatible brand PC	4,316	79.4%	118
Brand of PC that HH owns: Compaq	557	10.2%	121
Brand of PC that HH owns: Dell	1,990	36.6%	119
Brand of PC that HH owns: Gateway	405	7.4%	112
Brand of PC that HH owns: Hewlett Packard	1,089	20.0%	129
Brand of PC that HH owns: Sony Vaio	179	3.3%	113
Child (under 18) uses home PC	1,502	27.6%	131
HH owns CD burner	2,490	45.8%	124
HH owns CD ROM drive	2,524	46.4%	119
HH owns DVD drive	1,679	30.9%	124
HH owns DVD-RW (DVD burner)	1,331	24.5%	119
HH owns external hard drive	977	18.0%	127
HH owns flash drive	1,442	26.5%	129
HH owns LAN/network interface card	814	15.0%	135
HH owns inkjet printer	2,870	52.8%	124
HH owns laser printer	930	17.1%	125
HH owns modem/fax modem	1,378	25.4%	122
HH owns removable cartridge storage device	365	6.7%	116
HH owns scanner	1,976	36.4%	128
HH owns PC speakers	2,806	51.6%	124
HH owns tape backup	161	3.0%	111
HH owns webcam	692	12.7%	112
HH owns software: accounting	656	12.1%	136
HH owns software: communications/fax	563	10.4%	127
HH owns software: database/filing	538	9.9%	121
HH owns software: desktop publishing	864	15.9%	131

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	644	11.9%	118
HH owns software: entertainment/games	1,905	35.0%	121
HH owns software: online meeting/conference	173	3.2%	111
HH owns software: personal finance/tax prep	1,098	20.2%	143
HH owns software: presentation graphics	538	9.9%	124
HH owns software: multimedia	1,012	18.6%	122
HH owns software: networking	739	13.6%	121
HH owns software: security/anti-virus	1,878	34.6%	123
HH owns software: spreadsheet	1,636	30.1%	130
HH owns software: utility	475	8.7%	123
HH owns software: web authoring	200	3.7%	106
HH owns software: word processing	2,304	42.4%	126
Spent \$500+ on software for home PC in last 12 mo	131	2.4%	101
Purchased computer book in last 12 months	266	4.9%	113
HH owns fax machine	408	7.5%	125
Purchased audio equipment in last 12 months	557	10.3%	106
Purchased headphones in last 12 months	226	4.2%	104
HH owns camcorder	1,381	25.4%	130
Purchased camcorder in last 12 months	124	2.3%	107
HH owns CD player	2,873	52.9%	115
Purchased CD player in last 12 months	217	4.0%	103
HH owns DVD player	3,956	72.8%	110
Purchased DVD player in last 12 months	588	10.8%	111
HH owns 1 TV	777	14.3%	73
HH owns 2 TVs	1,358	25.0%	95
HH owns 3 TVs	1,334	24.5%	109
HH owns 4+ TVs	1,496	27.5%	131
HH owns miniature screen TV (<13 in)	478	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	141	2.6%	94
HH owns regular screen TV (13-26 in)	2,493	45.9%	106
Most recent TV purchase: regular screen (13-26 in)	1,160	21.3%	92
HH owns large screen TV (27-35 in)	2,697	49.6%	107
Most recent TV purchase: large screen (27-35 in)	1,665	30.6%	97
HH owns big screen TV (36-42 in)	1,267	23.3%	123
Most recent TV purchase: big screen (36-42 in)	923	17.0%	120
HH owns giant screen TV (over 42 in)	1,034	19.0%	134
Most recent TV purchase: giant screen (over 42 in)	809	14.9%	133
HH owns LCD TV	1,274	23.4%	122
HH owns plasma TV	540	9.9%	120
HH owns projection TV	396	7.3%	135
HH owns video game system	2,075	38.2%	114
Purchased video game system in last 12 months	684	12.6%	117
HH owns video game system: handheld	976	18.0%	117
HH owns video game system: attached to TV/computer	1,845	34.0%	115
HH owns video game system: Game Boy	440	8.1%	118
HH owns video game system: Game Boy Advance/SP	430	7.9%	120
HH owns video game system: Nintendo DS	498	9.2%	121

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	298	5.5%	109
HH owns video game system: Nintendo Wii	471	8.7%	128
HH owns video game system: PlayStation 2	981	18.0%	110
HH owns video game system: PlayStation 3	218	4.0%	111
HH owns video game system: Sony PlayStation/PS One	242	4.4%	110
HH owns video game system: Sony PSP	172	3.2%	108
HH owns video game system: Xbox	375	6.9%	116
HH owns video game system: Xbox 360	395	7.3%	112
HH purchased 5+ video games in last 12 months	392	7.2%	111
HH spent \$101+ on video games in last 12 months	521	9.6%	119
Owns MP3 player	3,230	31.1%	116
Purchased MP3 player in last 12 months	1,256	12.1%	119
Owns Apple iPod	1,276	12.3%	111
Purchased Apple iPod in last 12 months	389	3.7%	111
Have any access to the Internet	9,594	92.4%	109
Have access to Internet: at home	8,679	83.6%	119
Have access to Internet: at work	4,870	46.9%	126
Have access to Internet: at school/library	2,709	26.1%	103
Have access to Internet: not hm/work/school/library	2,180	21.0%	108
Use Internet less than once a week	353	3.4%	85
Use Internet 1-2 times per week	525	5.1%	92
Use Internet 3-6 times per week	911	8.8%	109
Use Internet once a day	1,302	12.5%	113
Use Internet 2-4 times per day	2,150	20.7%	118
Use Internet 5 or more times per day	3,240	31.2%	125
Any Internet or online usage in last 30 days	8,480	81.7%	116
Used Internet in last 30 days: at home	7,807	75.2%	121
Used Internet in last 30 days: at work	4,285	41.3%	130
Used Internet in last 30 days: at school/library	682	6.6%	85
Used Internet/30 days: not home/work/school/library	976	9.4%	102
Internet last 30 days: used email	7,725	74.4%	119
Internet last 30 days: used Instant Messenger	2,825	27.2%	107
Internet last 30 days: paid bills online	4,290	41.3%	126
Internet last 30 days: visited online blog	1,090	10.5%	110
Internet last 30 days: wrote online blog	364	3.5%	95
Internet last 30 days: visited chat room	418	4.0%	86
Internet last 30 days: looked for employment	1,511	14.5%	111
Internet last 30 days: played games online	2,304	22.2%	106
Internet last 30 days: traded/tracked investments	1,500	14.4%	129
Internet last 30 days: downloaded music	2,040	19.6%	107
Internet last 30 days: made phone call	440	4.2%	115
Internet last 30 days: made personal purchase	3,981	38.3%	124
Internet last 30 days: made business purchase	1,269	12.2%	128
Internet last 30 days: made travel plans	2,265	21.8%	126
Internet last 30 days: watched online video	2,271	21.9%	114
Internet last 30 days: obtained new/used car info	1,110	10.7%	121
Internet last 30 days: obtained financial info	3,180	30.6%	128
Internet last 30 days: obtained medical info	1,998	19.2%	115
Internet last 30 days: obtained latest news	4,983	48.0%	125
Internet last 30 days: obtained real estate info	1,415	13.6%	127

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	2,904	28.0%	121
Ordered anything on Internet in last 12 months	4,687	45.1%	131
Ordered on Internet/12 mo: airline ticket	2,293	22.1%	132
Ordered on Internet/12 mo: CD/tape	548	5.3%	121
Ordered on Internet/12 mo: clothing	1,914	18.4%	127
Ordered on Internet/12 mo: computer	404	3.9%	114
Ordered on Internet/12 mo: computer peripheral	541	5.2%	120
Ordered on Internet/12 mo: DVD	792	7.6%	116
Ordered on Internet/12 mo: flowers	604	5.8%	125
Ordered on Internet/12 mo: software	798	7.7%	135
Ordered on Internet/12 mo: tickets (concerts etc.)	1,325	12.8%	133
Ordered on Internet/12 mo: toy	622	6.0%	120
Purchased item from amazon.com in last 12 months	1,756	16.9%	120
Purchased item from barnes&noble.com in last 12 mo	421	4.1%	127
Purchased item from bestbuy.com in last 12 months	309	3.0%	118
Purchased item from ebay.com in last 12 months	1,256	12.1%	130
Purchased item from walmart.com in last 12 months	525	5.1%	123
Spent on Internet orders last 12 months: <\$100	684	6.6%	121
Spent on Internet orders last 12 months: \$100-199	648	6.2%	115
Spent on Internet orders last 12 months: \$200-499	1,161	11.2%	133
Spent on Internet orders last 12 months: \$500+	1,966	18.9%	130
Connection to Internet from home: dial-up modem	934	9.0%	108
Connection to Internet from home: cable modem	3,371	32.5%	121
Connection to Internet from home: DSL	3,015	29.0%	118
Connection to Internet from home: wireless	1,801	17.3%	126
Connection to Internet from home: any broadband	7,391	71.2%	121
DVDs rented in last 30 days: 1	338	3.3%	123
DVDs rented in last 30 days: 2	626	6.0%	130
DVDs rented in last 30 days: 3	384	3.7%	116
DVDs rented in last 30 days: 4	461	4.4%	115
DVDs rented in last 30 days: 5+	1,574	15.2%	115
Rented video tape/DVD last month: action/adventure	2,479	23.9%	118
Rented video tape/DVD last month: classic	551	5.3%	102
Rented video tape/DVD last month: comedy	2,532	24.4%	118
Rented video tape/DVD last month: drama	1,677	16.2%	119
Rented video tape/DVD last month: family/children	1,093	10.5%	118
Rented video tape/DVD last month: foreign	180	1.7%	88
Rented video tape/DVD last month: horror	712	6.9%	93
Rented video tape/DVD last month: romance	805	7.8%	103
Rented video tape/DVD last month: science fiction	597	5.8%	108
Rented video tape/DVD last mo at Blockbuster Video	1,582	15.2%	126
Rented video tape/DVD last mo at Hollywood Video	509	4.9%	119
Bought video tape/DVD last month: action/adventure	887	8.5%	102
Bought video tape/DVD last month: classic	280	2.7%	99
Bought video tape/DVD last month: comedy	887	8.5%	106
Bought video tape/DVD last month: drama	504	4.9%	112
Bought video tape/DVD last month: family/children	674	6.5%	110
Bought video tape/DVD last month: horror	210	2.0%	64
Bought video tape/DVD last month: romance	262	2.5%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	242	2.3%	94
Bought blank video tape in last 6 months	1,186	11.4%	101
Bought 7+ blank video tapes in last 6 months	256	2.5%	94
DVDs purchased in last 30 days: 1	618	5.9%	120
DVDs purchased in last 30 days: 2	577	5.6%	117
DVDs purchased in last 30 days: 3-4	489	4.7%	102
DVDs purchased in last 30 days: 5+	489	4.7%	90
Bought any camera in last 12 months	1,358	13.1%	102
Spent on cameras in last 12 months: <\$100	404	3.9%	88
Spent on cameras in last 12 months: \$100-199	321	3.1%	103
Spent on cameras in last 12 months: \$200+	464	4.5%	112
Own APS (point & shoot or SLR) camera	308	3.0%	108
Own digital camera	4,340	41.8%	127
Bought digital camera in last 12 months	802	7.7%	113
Own digital point & shoot camera	3,325	32.0%	129
Bought digital point & shoot camera in last 12 mo	578	5.6%	113
Own digital SLR camera	1,152	11.1%	120
Bought digital SLR camera in last 12 months	245	2.4%	105
Own 35mm auto focus point & shoot camera	582	5.6%	120
Own 35mm auto focus single lens reflex camera	295	2.8%	119
Own 35mm auto focus zoom camera	660	6.4%	113
Own 35mm single lens reflex camera	361	3.5%	116
Own Canon camera	2,028	19.5%	124
Bought Canon camera in last 12 months	256	2.5%	116
Own Fuji camera	390	3.8%	93
Own Kodak camera	1,374	13.2%	112
Bought Kodak camera in last 12 months	280	2.7%	91
Own Nikon camera	704	6.8%	125
Own Olympus camera	629	6.1%	133
Own Polaroid camera	215	2.1%	84
Bought any camera accessory in last 12 months	5,377	51.8%	121
Bought film in last 12 months	2,109	20.3%	106
Bought film in last 12 months: <3 rolls	983	9.5%	106
Bought film in last 12 months: 3-6 rolls	634	6.1%	97
Bought film in last 12 months: 7+ rolls	492	4.7%	112
Bought film in last 12 mo: APS (color prints)	286	2.8%	103
Bought film in last 12 mo: instant developing	173	1.7%	83
Bought film in last 12 mo: 35mm (black & white)	85	0.8%	86
Bought film in last 12 mo: 35mm (color prints)	1,273	12.3%	107
Bought Fuji film in last 12 months	562	5.4%	107
Bought Kodak film in last 12 months	1,298	12.5%	106
Bought store-brand film in last 12 months	220	2.1%	99
Purchased film in last 12 mo: department store	327	3.1%	85
Purchased film in last 12 mo: discount store	570	5.5%	115

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	466	4.5%	96
Purchased film in last 12 mo: grocery store	226	2.2%	101
Purchased film in last 12 mo: 1 hour service store	237	2.3%	90
Had film processed at discount store	402	3.9%	117
Had film processed at drug store	446	4.3%	101
Had film processed at 1 hour service store	306	2.9%	102
Bought memory card for camera in last 12 months	939	9.0%	118
Own memory card for camera	3,277	31.6%	127

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Population 18+		10,384	10,913
Households		5,434	5,760
Median Household Income		\$68,900	\$77,411
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	5,731	55.2%	112
Bank/financial institution: use savings & loan	1,123	10.8%	103
Bank/financial institution: use credit union	3,035	29.2%	129
Bank/financial institution: use fed savings bank	241	2.3%	101
Bank/financial institution: use mutual funds co	442	4.3%	130
Bank/financial institution: use Internet Bank	434	4.2%	97
Used ATM/cash machine in last 12 months	6,112	58.9%	116
Banked in person in last 12 months	6,091	58.7%	113
Banked by mail in last 12 months	622	6.0%	112
Banked by phone in last 12 months	1,803	17.4%	116
Did banking over the Internet in last 12 months	3,707	35.7%	131
Used direct deposit of paycheck in last 12 months	4,771	45.9%	119
Have interest checking account	4,009	38.6%	120
Have non-interest checking account	3,106	29.9%	112
Have money market account	1,579	15.2%	123
Have savings account	4,633	44.6%	123
Have 401K retirement savings	2,540	24.5%	138
Have IRA retirement savings	2,074	20.0%	133
Have auto loan for new car	1,549	14.9%	129
Have personal loan for education only	494	4.8%	117
Have personal loan-not for education	295	2.8%	113
Have home mortgage (1st)	2,855	27.5%	143
Have 2nd mortgage (equity loan)	1,002	9.6%	153
Have home equity line of credit	929	8.9%	149
Have personal line of credit	583	5.6%	124
Have overdraft protection	1,866	18.0%	135
Own any securities investment	3,274	31.5%	126
Own annuities	341	3.3%	108
Own certificate of deposit (6 months or less)	397	3.8%	109
Own certificate of deposit (more than 6 months)	658	6.3%	114
Own common/preferred stock in company you work for	425	4.1%	136
Own common stock in company you don't work for	830	8.0%	127
Own insured money market account (bank)	268	2.6%	125
Own shares in money market fund	939	9.0%	136
Own shares in mutual fund (bonds)	824	7.9%	134
Own shares in mutual fund (stock)	1,346	13.0%	138
Own any stock	1,218	11.7%	128
Own stock with market value <\$10000	403	3.9%	125
Own stock with market value \$10000-49999	318	3.1%	122
Own stock with market value \$50000+	331	3.2%	128

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Financial Investments Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	914	8.8%	129
Used financial planning counsel in last 12 months	1,085	10.4%	133
Used full service brokerage firm in last 12 months	816	7.9%	127
Own any credit/debit card (in own name)	8,522	82.1%	111
Own American Express card (in own name)	1,544	14.9%	120
Own Discover card (in own name)	1,450	14.0%	125
Own MasterCard (in own name)	4,183	40.3%	118
Own Visa (in own name)	5,983	57.6%	117
Own any department store credit card (in own name)	3,757	36.2%	117
Avg monthly credit card expenditures: <\$111	1,581	15.2%	110
Avg monthly credit card expenditures: \$111-225	899	8.7%	111
Avg monthly credit card expenditures: \$226-450	904	8.7%	116
Avg monthly credit card expenditures: \$451-700	777	7.5%	117
Avg monthly credit card expenditures: \$701+	1,733	16.7%	125

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Pets and Products Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Population 18+		10,384	10,913
Households		5,434	5,760
Median Household Income		\$68,900	\$77,411
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,420	62.9%	122
HH owns any bird	161	3.0%	102
HH owns any cat	1,621	29.8%	124
HH owns any dog	2,613	48.1%	127
HH owns 1 cat	820	15.1%	118
HH owns 2+ cats	801	14.7%	127
HH owns 1 dog	1,585	29.2%	124
HH owns 2+ dogs	1,029	18.9%	129
HH used canned cat food in last 6 months	742	13.7%	117
HH used <4 cans of cat food in last 7 days	267	4.9%	113
HH used 8+ cans of cat food in last 7 days	211	3.9%	108
HH used packaged dry cat food in last 6 months	1,575	29.0%	125
HH used <5 pounds of packaged dry cat food last mo	526	9.7%	119
HH used 11+ pounds of packaged dry cat food last mo	473	8.7%	121
HH used cat treats in last 6 months	688	12.7%	123
HH used cat litter in last 6 months	1,404	25.8%	126
HH used canned dog food in last 6 months	809	14.9%	112
HH used packaged dry dog food in last 6 months	2,511	46.2%	127
HH used <10 pounds of pkgd dry dog food last month	1,071	19.7%	119
HH used 25+ pounds of pkgd dry dog food last month	824	15.2%	138
HH used dog biscuits/treats in last 6 months	2,075	38.2%	129
HH used <2 packages of dog biscuits/treats last mo	1,081	19.9%	134
HH used 4+ packages of dog biscuits/treats last mo	348	6.4%	116
HH used flea/tick care prod for cat/dog last 12 mo	2,227	41.0%	121
HH member took pet to vet in last 12 mo: 1 time	854	15.7%	124
HH member took pet to vet in last 12 mo: 2 times	735	13.5%	122
HH member took pet to vet in last 12 mo: 3 times	398	7.3%	130
HH member took pet to vet in last 12 mo: 4 times	268	4.9%	119
HH member took pet to vet in last 12 mo: 5+ times	416	7.7%	137
Bought pet food from vet in last 12 months	352	6.5%	127
Bought flea control product from vet in last 12 mo	957	17.6%	132

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Health and Beauty Market Potential

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Demographic Summary		2010	2015
Population		14,057	14,848
Population 18+		10,384	10,913
Households		5,434	5,760
Median Household Income		\$68,900	\$77,411
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	3,570	34.4%	114
Exercise at club 2+ times per week	1,426	13.7%	112
Exercise at other facility (not club) 2+ times/wk	929	8.9%	111
Own stationary bicycle	692	6.7%	118
Own treadmill	1,430	13.8%	141
Own weight lifting equipment	1,760	16.9%	131
Presently controlling diet	4,668	45.0%	109
Diet control for blood sugar level	685	6.6%	90
Diet control for cholesterol level	1,091	10.5%	104
Diet control to maintain weight	1,403	13.5%	121
Diet control for physical fitness	1,250	12.0%	121
Diet control for salt restriction	276	2.7%	80
Diet control for weight loss	1,720	16.6%	117
Used doctor's care/diet for diet method	270	2.6%	86
Used exercise program for diet method	1,101	10.6%	125
Used Weight Watchers as diet method	373	3.6%	118
Buy foods specifically labeled as fat-free	1,972	19.0%	108
Buy foods specifically labeled as high fiber	1,367	13.2%	115
Buy foods specifically labeled as high protein	597	5.7%	105
Buy foods specifically labeled as lactose-free	187	1.8%	97
Buy foods specifically labeled as low-calorie	1,281	12.3%	114
Buy foods specifically labeled as low-carb	907	8.7%	113
Buy foods specifically labeled as low-cholesterol	851	8.2%	99
Buy foods specifically labeled as low-fat	1,598	15.4%	116
Buy foods specifically labeled as low-sodium	1,014	9.8%	108
Buy foods specifically labeled as natural/organic	1,098	10.6%	126
Buy foods specifically labeled as sugar-free	1,521	14.6%	110
Used butter alternatives in last 6 months	375	3.6%	86
Used egg alternatives in last 6 months	1,390	13.4%	94
Used salt alternatives in last 6 months	2,836	27.3%	98
Drank meal/dietary supplement in last 6 months	744	7.2%	98
Used nutrition/energy bar in last 6 months	1,710	16.5%	117
Drank sports drink/thirst quencher in last 6 mo	3,309	31.9%	100
Used vitamin/dietary supplement in last 6 months	5,456	52.5%	108
Vitamin/dietary suppl used/6 mo: antioxidant	258	2.5%	85
Vitamin/dietary suppl used/6 mo: B complex	511	4.9%	101
Vitamin/dietary suppl used/6 mo: B complex+C	150	1.4%	74
Vitamin/dietary suppl used/6 mo: B-6	182	1.8%	86
Vitamin/dietary suppl used/6 mo: B-12	516	5.0%	88
Vitamin/dietary suppl used/6 mo: C	976	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium	1,159	11.2%	104

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	487	4.7%	95
Vitamin/dietary suppl used/6 mo: E	551	5.3%	107
Vitamin/dietary suppl used/6 mo: garlic	155	1.5%	87
Vitamin/dietary suppl used/6 mo: glucosamine	522	5.0%	109
Vitamin/dietary suppl used/6 mo: multiple formula	1,527	14.7%	125
Vitamin/dietary suppl used/6 mo: multiple w/iron	518	5.0%	115
Vitamin/dietary suppl used/6 mo: mult w/minerals	746	7.2%	121
Vitamin/dietary suppl used/6 mo: zinc	233	2.2%	97
Vitamin/dietary suppl/6 mo: Caltrate 600	268	2.6%	97
Vitamin/dietary suppl/6 mo: Centrum	672	6.5%	111
Vitamin/dietary suppl/6 mo: Nature Made	683	6.6%	112
Visited doctor in last 12 months	8,430	81.2%	105
Visited doctor in last 12 months: 1-3 times	3,525	33.9%	100
Visited doctor in last 12 months: 4-7 times	2,473	23.8%	107
Visited doctor in last 12 months: 8+ times	2,431	23.4%	108
Visited doctor in last 12 mo: allergist	219	2.1%	88
Visited doctor in last 12 mo: cardiologist	690	6.6%	94
Visited doctor in last 12 mo: chiropractor	886	8.5%	114
Visited doctor in last 12 mo: dentist	4,458	42.9%	114
Visited doctor in last 12 mo: dermatologist	832	8.0%	112
Visited doctor in last 12 mo: ear/nose/throat	421	4.1%	88
Visited doctor in last 12 mo: eye	2,320	22.3%	108
Visited doctor in last 12 mo: general/family	4,819	46.4%	109
Visited doctor in last 12 mo: internist	777	7.5%	102
Visited doctor in last 12 mo: physical therapist	483	4.7%	103
Visited doctor in last 12 mo: podiatrist	304	2.9%	87
Visited doctor in last 12 mo: urologist	432	4.2%	108
Visited nurse practitioner in last 12 months	452	4.4%	104
Wear regular/sun/tinted prescription eyeglasses	3,808	36.7%	107
Wear bi-focals	1,707	16.4%	104
Wear disposable contact lenses	785	7.6%	117
Wear soft contact lenses	1,092	10.5%	120
Spent on contact lenses in last 12 mo: <\$100	354	3.4%	122
Spent on contact lenses in last 12 mo: \$100-199	443	4.3%	115
Spent on contact lenses in last 12 mo: \$200+	355	3.4%	113
Bought prescription eyewear: discount optical ctr	918	8.8%	111
Bought prescription eyewear: from eye doctor	2,766	26.6%	104
Bought prescription eyewear: retail optical chain	1,312	12.6%	114
Used prescription drug for allergy/hay fever	811	7.8%	111
Used prescription drug for anxiety/panic	407	3.9%	96
Used prescription drug for arthritis/rheumatism	204	2.0%	75
Used prescription drug for asthma	389	3.7%	92
Used prescription drug for backache/back pain	749	7.2%	98
Used prescription drug for depression	622	6.0%	102
Used prescr drug for diabetes (insulin dependent)	163	1.6%	79
Used prescr drug for diabetes (non-insulin)	323	3.1%	83
Used prescription drug for eczema/skin itch/rash	221	2.1%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	703	6.8%	102
Used prescription drug for high blood pressure	1,317	12.7%	102
Used prescription drug for high cholesterol	948	9.1%	105
Used prescription drug for migraine headache	392	3.8%	102
Used prescription drug for sinus congest./headache	549	5.3%	109
Used prescription drug for urinary tract infection	313	3.0%	96
Used last 6 mo: adhesive bandages	6,059	58.3%	105
Used last 6 mo: athlete's foot/foot care product	1,259	12.1%	87
Used last 6 mo: cold/sinus/allergy med (nonprescr)	5,169	49.8%	105
Used last 6 mo: children's cold tablets/liquids	1,628	15.7%	104
Used last 6 mo: contact lens cleaning solution	1,505	14.5%	119
Used last 6 mo: cotton swabs	5,453	52.5%	109
Used last 6 mo: cough/sore throat drops (nonprescr)	4,793	46.2%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	3,371	32.5%	95
Used last 6 mo: children's cough syrup	1,467	14.1%	99
Used last 6 mo: diarrhea remedy	1,501	14.5%	88
Used last 6 mo: eye wash and drops	3,104	29.9%	98
Used last 6 mo: headache/pain reliever (nonprescr)	9,085	87.5%	104
Used last 6 mo: hemorrhoid remedy	923	8.9%	100
Used last 6 mo: indigestion/upset stomach remedy	4,741	45.7%	102
Used last 6 mo: lactose intolerance product	342	3.3%	93
Used last 6 mo: laxative/fiber supplement	1,363	13.1%	95
Used last 6 mo: medicated skin ointment	3,445	33.2%	105
Used last 6 mo: medicated throat remedy	1,047	10.1%	88
Used last 6 mo: nasal spray	1,726	16.6%	105
Used last 6 mo: pain reliever/fever reducer (kids)	2,404	23.2%	104
Used last 6 mo: pain relieving rub/liquid/patch	2,428	23.4%	93
Used last 6 mo: sleeping tablets (nonprescription)	576	5.5%	103
Used last 12 mo: sunburn remedy	1,787	17.2%	112
Used last 12 mo: suntan/sunscreen product	4,818	46.4%	121
Used last 12 mo: SPF 15+ suntan/sunscreen product	3,954	38.1%	127
Used last 6 mo: toothache/gum/canker sore remedy	1,598	15.4%	92
Used last 6 mo: vitamins for children	1,644	15.8%	108
Used body powder in last 6 months	2,529	24.4%	88
Used body powder <3 times in last 7 days	1,105	10.6%	90
Used body powder 8+ times in last 7 days	164	1.6%	72
Used body wash/shower gel in last 6 months	5,290	50.9%	98
Used breath freshener in last 6 months	4,736	45.6%	98
Used complexion care product in last 6 months	4,959	47.8%	101
Used complexion care product <7 times last week	1,311	12.6%	92
Used complexion care product 11+ times last week	1,807	17.4%	104
Used complexion care prod: dry facial skin type	687	6.6%	91
Used complexion care prod: normal facial skin type	1,707	16.4%	108
Used complexion care prod: oily facial skin type	601	5.8%	96
Used dental floss in last 6 months	7,073	68.1%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,904	18.3%	91
Used denture adhesive/fixative in last 6 months	411	4.0%	63
Used denture cleaner in last 6 months	758	7.3%	66
Used deodorant/antiperspirant in last 6 months	9,806	94.4%	101
Used deodorant/antiperspirant <8 times last week	7,331	70.6%	103
Used deodorant/antiperspirant 15+ times last week	551	5.3%	88
Used disposable razor in last 6 months	5,323	51.3%	98
Used electric shaver in last 6 months	1,985	19.1%	101
Used hair coloring product (at home) last 6 months	1,913	18.4%	92
Used hair conditioner (at home) in last 6 months	6,447	62.1%	100
Used hair conditioning treatment (at home)/6 mo	2,114	20.4%	87
Used hair growth product in last 6 months	212	2.0%	89
Used hair mousse in last 6 months	1,810	17.4%	100
Used hair spray (at home) in last 6 months	3,944	38.0%	105
Used hair styling gel/lotion in last 6 months	2,965	28.6%	106
Used hand & body cream/lotion/oil in last 6 months	7,454	71.8%	99
Used hand & body cream/lotion/oil <5 times last wk	2,148	20.7%	97
Used hand & body cream/lotion/oil 9+ times last wk	2,529	24.4%	98
Used hand & body cream in last 6 months	1,787	17.2%	98
Used hand & body lotion in last 6 months	5,126	49.4%	101
Used hand & body oil in last 6 months	470	4.5%	87
Used lip care in last 6 months	6,330	61.0%	102
Used liquid soap/hand sanitizer in last 6 months	8,357	80.5%	105
Used mouthwash in last 6 months	6,650	64.0%	97
Used mouthwash <4 times in last 7 days	2,248	21.6%	101
Used mouthwash 8+ times in last 7 days	1,415	13.6%	86
Used shampoo (at home) in last 6 months	9,689	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,705	16.4%	85
Used shaving cream/gel in last 6 months	5,614	54.1%	103
Used personal care soap (bar) in last 6 months	8,505	81.9%	98
Used personal care soap for antibacterial purpose	1,958	18.9%	98
Used personal care soap for complexion	690	6.6%	97
Used personal care soap for deodorant	1,774	17.1%	106
Use personal care soap for moisturizing	2,196	21.1%	98
Bought toothbrush in last 6 months	8,955	86.2%	101
Bought electric toothbrush in last 6 months	817	7.9%	118
Used toothpaste in last 6 months	10,021	96.5%	101
Used toothpaste <8 times in last 7 days	3,172	30.5%	95
Used toothpaste 15+ times in last 7 days	1,582	15.2%	94
Used toothpaste with baking soda in last 6 months	994	9.6%	84
Used toothpaste (gel) in last 6 months	3,206	30.9%	111
Used toothpaste (paste) in last 6 months	5,263	50.7%	105
Used whitening toothpaste in last 6 months	4,046	39.0%	112
Used tooth whitener (not toothpaste) last 6 months	1,093	10.5%	99
Had professional manicure/pedicure last 6 months	1,893	18.2%	106
Had professional facial/massage last 6 months	1,143	11.0%	117
Spent \$100+ at barber shops in last 6 months	561	5.4%	101
Spent \$100+ at beauty parlors in last 6 months	2,088	20.1%	127

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		14,057	14,848	
Population 18+		10,384	10,913	
Households		5,434	5,760	
Median Household Income		\$68,900	\$77,411	
		Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		8,261	79.6%	110
Family restaurant/steak house last month: <2 times		2,697	26.0%	101
Family restaurant/steak house last month: 2-4 times		3,149	30.3%	112
Family restaurant/steak house last month: 5+ times		2,415	23.3%	120
Family restaurant/steak house last 6 months: breakfast		1,601	15.4%	117
Family restaurant/steak house last 6 months: lunch		2,940	28.3%	114
Family restaurant/steak house last 6 months: snack		233	2.2%	80
Family restaurant/steak house last 6 months: dinner		6,523	62.8%	119
Family restaurant/steak house last 6 months: weekday		4,779	46.0%	120
Family restaurant/steak house last 6 months: weekend		5,305	51.1%	115
Family restaurant/steak house last 6 months: Applebee's		3,140	30.2%	120
Family restaurant/steak house last 6 months: Bennigan's		275	2.6%	120
Family restaurant/steak house last 6 months: Bob Evans Farm		560	5.4%	117
Family restaurant/steak house last 6 months: Cheesecake Factory		775	7.5%	113
Family restaurant/steak house last 6 months: Chili's Grill & Bar		1,567	15.1%	130
Family restaurant/steak house last 6 months: Cracker Barrel		1,469	14.1%	128
Family restaurant/steak house last 6 months: Denny's		933	9.0%	100
Family restaurant/steak house last 6 months: Friendly's		429	4.1%	104
Family restaurant/steak house last 6 months: Golden Corral		751	7.2%	100
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		1,368	13.2%	113
Family restaurant/steak house last 6 months: Lone Star Steakhouse		333	3.2%	118
Family restaurant/steak house last 6 months: Old Country Buffet		273	2.6%	92
Family restaurant/steak house last 6 months: Olive Garden		2,428	23.4%	131
Family restaurant/steak house last 6 months: Outback Steakhouse		1,497	14.4%	126
Family restaurant/steak house last 6 months: Perkins		417	4.0%	111
Family restaurant/steak house last 6 months: Red Lobster		1,614	15.5%	116
Family restaurant/steak house last 6 months: Red Robin		860	8.3%	147
Family restaurant/steak house last 6 months: Ruby Tuesday		1,108	10.7%	128
Family restaurant/steak house last 6 months: Ryan's		268	2.6%	69
Family restaurant/steak house last 6 months: Sizzler		221	2.1%	71
Family restaurant/steak house last 6 months: T.G.I. Friday's		1,331	12.8%	125
Went to fast food/drive-in restaurant in last 6 months		9,526	91.7%	103
Went to fast food/drive-in restaurant <6 times/month		3,513	33.8%	97
Went to fast food/drive-in restaurant 6-13 times/month		3,227	31.1%	107
Went to fast food/drive-in restaurant 14+ times/month		2,785	26.8%	108
Fast food/drive-in last 6 months: breakfast		3,016	29.0%	106
Fast food/drive-in last 6 months: lunch		6,788	65.4%	111
Fast food/drive-in last 6 months: snack		1,860	17.9%	103
Fast food/drive-in last 6 months: dinner		5,606	54.0%	111

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	7,677	73.9%	111
Fast food/drive-in last 6 months: weekend	5,248	50.5%	105
Fast food/drive-in last 6 months: A & W	559	5.4%	119
Fast food/drive-in last 6 months: Arby's	2,677	25.8%	125
Fast food/drive-in last 6 months: Boston Market	552	5.3%	112
Fast food/drive-in last 6 months: Burger King	4,020	38.7%	107
Fast food/drive-in last 6 months: Captain D's	448	4.3%	84
Fast food/drive-in last 6 months: Carl's Jr.	565	5.4%	87
Fast food/drive-in last 6 months: Checkers	287	2.8%	87
Fast food/drive-in last 6 months: Chick-fil-A	1,883	18.1%	141
Fast food/drive-in last 6 months: Chipotle Mex. Grill	776	7.5%	123
Fast food/drive-in last 6 months: Chuck E. Cheese	475	4.6%	102
Fast food/drive-in last 6 months: Church's Fr. Chicken	307	3.0%	69
Fast food/drive-in last 6 months: Dairy Queen	2,058	19.8%	124
Fast food/drive-in last 6 months: Del Taco	317	3.1%	91
Fast food/drive-in last 6 months: Domino's Pizza	1,284	12.4%	92
Fast food/drive-in last 6 months: Dunkin' Donuts	1,258	12.1%	105
Fast food/drive-in last 6 months: Fuddruckers	395	3.8%	136
Fast food/drive-in last 6 months: Hardee's	612	5.9%	87
Fast food/drive-in last 6 months: Jack in the Box	1,006	9.7%	93
Fast food/drive-in last 6 months: KFC	2,905	28.0%	101
Fast food/drive-in last 6 months: Little Caesars	750	7.2%	99
Fast food/drive-in last 6 months: Long John Silver's	596	5.7%	91
Fast food/drive-in last 6 months: McDonald's	6,115	58.9%	105
Fast food/drive-in last 6 months: Panera Bread	1,394	13.4%	138
Fast food/drive-in last 6 months: Papa John's	1,059	10.2%	117
Fast food/drive-in last 6 months: Pizza Hut	2,432	23.4%	106
Fast food/drive-in last 6 months: Popeyes	657	6.3%	87
Fast food/drive-in last 6 months: Quiznos	1,174	11.3%	126
Fast food/drive-in last 6 months: Sonic Drive-In	1,409	13.6%	115
Fast food/drive-in last 6 months: Starbucks	1,857	17.9%	120
Fast food/drive-in last 6 months: Steak n Shake	646	6.2%	124
Fast food/drive-in last 6 months: Subway	3,767	36.3%	114
Fast food/drive-in last 6 months: Taco Bell	3,683	35.5%	110
Fast food/drive-in last 6 months: Wendy's	3,715	35.8%	115
Fast food/drive-in last 6 months: Whataburger	496	4.8%	99
Fast food/drive-in last 6 months: White Castle	329	3.2%	78
Fast food/drive-in last 6 months: eat in	4,206	40.5%	108
Fast food/drive-in last 6 months: home delivery	1,121	10.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	6,185	59.6%	114
Fast food/drive-in last 6 months: take-out/walk-in	2,646	25.5%	104

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Population 18+		10,384	10,913
Households		5,434	5,760
Median Household Income		\$68,900	\$77,411
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	1,192	11.5%	116
Participated in archery	309	3.0%	112
Participated in backpacking/hiking	1,220	11.7%	125
Participated in baseball	575	5.5%	106
Participated in basketball	968	9.3%	100
Participated in bicycling (mountain)	512	4.9%	134
Participated in bicycling (road)	1,184	11.4%	118
Participated in boating (power)	875	8.4%	137
Participated in bowling	1,559	15.0%	129
Participated in canoeing/kayaking	673	6.5%	135
Participated in downhill skiing	376	3.6%	124
Participated in fishing (fresh water)	1,711	16.5%	126
Participated in fishing (salt water)	543	5.2%	115
Participated in football	658	6.3%	102
Participated in Frisbee	677	6.5%	119
Participated in golf	1,446	13.9%	134
Play golf < once a month	551	5.3%	134
Play golf 1+ times a month	746	7.2%	133
Participated in horseback riding	356	3.4%	113
Participated in hunting with rifle	611	5.9%	121
Participated in hunting with shotgun	526	5.1%	119
Participated in ice skating	340	3.3%	114
Participated in jogging/running	1,317	12.7%	120
Participated in martial arts	146	1.4%	100
Participated in motorcycling	492	4.7%	129
Participated in Pilates	409	3.9%	120
Participated in roller skating	203	2.0%	93
Participated in snowboarding	212	2.0%	106
Participated in soccer	474	4.6%	106
Participated in softball	464	4.5%	114
Participated in swimming	2,554	24.6%	126
Participated in target shooting	503	4.8%	126
Participated in tennis	478	4.6%	108
Participated in volleyball	430	4.1%	118
Participated in walking for exercise	3,687	35.5%	119
Participated in weight lifting	1,530	14.7%	125
Participated in yoga	642	6.2%	107
Spent on high end sports/recreation equipment/12 mo: <\$250	487	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+	493	4.7%	122
Attend sports event: auto racing (NASCAR)	851	8.2%	112
Attend sports event: auto racing (not NASCAR)	750	7.2%	114
Attend sports event: baseball game	1,823	17.6%	119

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March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	911	8.8%	110
Attend sports event: basketball game (pro)	991	9.5%	112
Attend sports event: football game (college)	1,266	12.2%	118
Attend sports event: football-Monday night game (pro)	674	6.5%	106
Attend sports event: football-weekend game (pro)	1,125	10.8%	119
Attend sports event: golf tournament	669	6.4%	116
Attend sports event: ice hockey game	857	8.3%	125
Attend sports event: soccer game	751	7.2%	117
Attend sports event: tennis match	546	5.3%	107
Attended adult education course in last 12 months	860	8.3%	125
Attended auto show in last 12 months	980	9.4%	114
Went to bar/night club in last 12 months	2,237	21.5%	113
Went to beach in last 12 months	2,991	28.8%	117
Attended dance performance in last 12 months	508	4.9%	110
Danced/went dancing in last 12 months	993	9.6%	101
Dined out in last 12 months	6,022	58.0%	118
Dine out < once a month	540	5.2%	111
Dine out once a month	748	7.2%	117
Dine out 2-3 times a month	1,454	14.0%	122
Dine out once a week	1,432	13.8%	120
Dine out 2+ times per week	1,177	11.3%	115
Gambled at casino in last 12 months	1,854	17.9%	111
Gambled at casino 6+ times in last 12 months	301	2.9%	107
Gambled in Atlantic City in last 12 months	205	2.0%	78
Gambled in Las Vegas in last 12 months	563	5.4%	114
Attended horse races in last 12 months	319	3.1%	104
Attended movies in last 6 months	6,544	63.0%	107
Attended movies in last 90 days: < once a month	3,698	35.6%	110
Attended movies in last 90 days: once a month	1,235	11.9%	116
Attended movies in last 90 days: 2-3 times a month	693	6.7%	99
Attended movies in last 90 days: once/week or more	200	1.9%	75
Prefer to see movie after second week of release	2,856	27.5%	116
Went to museum in last 12 months	1,556	15.0%	117
Attended music performance in last 12 months	2,988	28.8%	121
Attended country music performance in last 12 mo	613	5.9%	116
Attended rock music performance in last 12 months	1,350	13.0%	119
Attended classical music/opera performance/12 mo	550	5.3%	115
Went to live theater in last 12 months	1,575	15.2%	115
Visited a theme park in last 12 months	2,482	23.9%	111
Visited Disney World (FL)/12 mo: Magic Kingdom	414	4.0%	118
Visited any Sea World in last 12 months	364	3.5%	103
Visited any Six Flags in last 12 months	546	5.3%	91
Went to zoo in last 12 months	1,610	15.5%	122
Played backgammon in last 12 months	221	2.1%	106
Participated in book club in last 12 months	340	3.3%	103
Played billiards/pool in last 12 months	1,123	10.8%	112
Played bingo in last 12 months	398	3.8%	90
Did birdwatching in last 12 months	837	8.1%	130
Played board game in last 12 months	2,105	20.3%	124

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Sports and Leisure Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	2,530	24.4%	116
Played chess in last 12 months	398	3.8%	105
Cooked for fun in last 12 months	2,514	24.2%	116
Did crossword puzzle in last 12 months	1,718	16.5%	114
Participated in fantasy sports league last 12 mo	427	4.1%	126
Flew a kite in last 12 months	333	3.2%	113
Did furniture refinishing in last 12 months	340	3.3%	102
Did indoor gardening/plant care in last 12 months	1,178	11.3%	113
Participated in karaoke in last 12 months	463	4.5%	101
Bought lottery ticket in last 12 months	3,740	36.0%	104
Bought lottery ticket in last 12 mo: Daily Drawing	402	3.9%	80
Bought lottery ticket in last 12 mo: Instant Game	1,645	15.8%	100
Bought lottery ticket in last 12 mo: Lotto Drawing	2,472	23.8%	111
Played lottery: <3 times in last 30 days	1,763	17.0%	108
Played lottery: 3-7 times in last 30 days	1,010	9.7%	101
Played lottery: 8+ times in last 30 days	968	9.3%	100
Played musical instrument in last 12 months	920	8.9%	111
Did painting/drawing in last 12 months	682	6.6%	100
Did photography in last 12 months	1,630	15.7%	124
Read book in last 12 months	4,874	46.9%	115
Participated in trivia games in last 12 months	728	7.0%	116
Played video game in last 12 months	1,546	14.9%	112
Did woodworking in last 12 months	605	5.8%	124
Participated in word games in last 12 months	1,090	10.5%	110
Member of AARP	1,744	16.8%	109
Member of business club	304	2.9%	117
Member of charitable organization	767	7.4%	117
Member of church board	472	4.5%	106
Member of fraternal order	405	3.9%	110
Member of religious club	688	6.6%	104
Member of union	641	6.2%	117
Member of veterans club	361	3.5%	102
Bought any children`s toy/game in last 12 months	4,013	38.6%	112
Spent on toys/games in last 12 months: <\$50	655	6.3%	104
Spent on toys/games in last 12 months: \$50-99	290	2.8%	101
Spent on toys/games in last 12 months: \$100-199	786	7.6%	105
Spent on toys/games in last 12 months: \$200-499	1,304	12.6%	116
Spent on toys/games in last 12 months: \$500+	715	6.9%	120
Bought infant toy in last 12 months	944	9.1%	109
Bought pre-school toy in last 12 months	946	9.1%	113
Spent on toys/games (for child <6)/12 mo: <\$100	1,266	12.2%	110
Spent on toys/games (for child <6)/12 mo: \$100-199	741	7.1%	106
Spent on toys/games (for child <6)/12 mo: \$200+	893	8.6%	111
Bought for child in last 12 mo: boy action figure	917	8.8%	109
Bought for child in last 12 mo: girl action figure	298	2.9%	93
Bought for child in last 12 mo: bicycle	797	7.7%	112
Bought for child in last 12 mo: board game	1,495	14.4%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Sports and Leisure Market Potential

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	385	3.7%	110
Bought for child in last 12 mo: car	1,048	10.1%	109
Bought for child in last 12 mo: construction toy	577	5.6%	113
Bought for child in last 12 mo: large/baby doll	646	6.2%	95
Bought for child in last 12 mo: fashion doll	524	5.0%	99
Bought for child in last 12 mo: plush doll/animal	1,070	10.3%	122
Bought for child in last 12 mo: doll accessories	404	3.9%	97
Bought for child in last 12 mo: doll clothing	429	4.1%	100
Bought for child in last 12 mo: educational toy	1,685	16.2%	119
Bought for child in last 12 mo: electronic game	1,116	10.7%	115
Bought for child in last 12 mo: mechanical toy	411	4.0%	99
Bought for child in last 12 mo: model kit/set	311	3.0%	116
Bought for child in last 12 mo: sound game	255	2.5%	88
Bought for child in last 12 mo: water toy	1,170	11.3%	118
Bought for child in last 12 mo: word game	408	3.9%	102
Bought book in last 12 months	5,850	56.3%	112
Bought 1-3 books in last 12 months	2,192	21.1%	107
Bought 4-9 books in last 12 months	1,803	17.4%	112
Bought 10+ books in last 12 months	1,856	17.9%	118
Bought paperback book in last 12 months	4,649	44.8%	118
Bought <3 paperback books in last 12 months	1,532	14.8%	114
Bought 3-6 paperback books in last 12 months	1,640	15.8%	120
Bought 7+ paperback books in last 12 months	1,476	14.2%	121
Bought hardcover book in last 12 months	3,312	31.9%	114
Bought <3 hardcover books in last 12 months	1,451	14.0%	114
Bought 3-5 hardcover books in last 12 months	937	9.0%	113
Bought 6+ hardcover books in last 12 months	924	8.9%	113
Bought book (fiction) in last 12 months	3,490	33.6%	120
Bought book (non-fiction) in last 12 months	3,015	29.0%	114
Bought biography in last 12 months	809	7.8%	107
Bought children`s book in last 12 months	1,513	14.6%	114
Bought cookbook in last 12 months	1,200	11.6%	106
Bought desk dictionary in last 12 months	150	1.4%	71
Bought history book in last 12 months	850	8.2%	108
Bought mystery book in last 12 months	1,472	14.2%	126
Bought personal/business self-help book last 12 mo	914	8.8%	123
Bought religious book (not bible) last 12 months	924	8.9%	117
Bought romance book in last 12 months	766	7.4%	113
Bought science fiction book in last 12 months	519	5.0%	110
Bought book through book club in last 12 months	450	4.3%	100
Bought book at book store in last 12 months	4,102	39.5%	118
Bought book at Barnes & Noble in last 12 months	2,507	24.1%	123
Bought book at Borders in last 12 months	1,412	13.6%	122
Bought book at convenience store in last 12 months	173	1.7%	75
Bought book at department store in last 12 months	817	7.9%	103
Bought book at drug store in last 12 months	217	2.1%	92
Bought book through Internet in last 12 mo	1,223	11.8%	116
Bought book through mail order in last 12 months	324	3.1%	92
Bought book at supermarket in last 12 months	689	6.6%	127
Bought book at warehouse store in last 12 months	765	7.4%	127

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Green Acres	23.3%	Population	14,057	14,848
Exurbanites	19.8%	Households	5,434	5,760
In Style	19.7%	Families	3,999	4,208
Up and Coming Families	18.9%	Median Age	38.0	38.8
Sophisticated Squires	11.2%	Median Household Income	\$68,900	\$77,411
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		81	\$1,938.14	\$10,531,870
Men's		76	\$351.00	\$1,907,352
Women's		73	\$605.20	\$3,288,649
Children's		86	\$345.95	\$1,879,911
Footwear		56	\$232.86	\$1,265,340
Watches & Jewelry		119	\$231.25	\$1,256,616
Apparel Products and Services (1)		184	\$171.88	\$934,003
Computer				
Computers and Hardware for Home Use		118	\$225.51	\$1,225,424
Software and Accessories for Home Use		119	\$33.98	\$184,650
Entertainment & Recreation		121	\$3,889.61	\$21,136,153
Fees and Admissions		127	\$784.56	\$4,263,281
Membership Fees for Clubs (2)		126	\$206.45	\$1,121,829
Fees for Participant Sports, excl. Trips		127	\$135.34	\$735,422
Admission to Movie/Theatre/Opera/Ballet		121	\$183.11	\$994,991
Admission to Sporting Events, excl. Trips		130	\$77.63	\$421,849
Fees for Recreational Lessons		133	\$181.28	\$985,082
Dating Services		98	\$0.76	\$4,107
TV/Video/Audio		114	\$1,410.09	\$7,662,409
Community Antenna or Cable TV		111	\$800.95	\$4,352,386
Televisions		122	\$236.29	\$1,283,976
VCRs, Video Cameras, and DVD Players		115	\$23.43	\$127,341
Video Cassettes and DVDs		112	\$59.19	\$321,640
Video and Computer Game Hardware and Software		122	\$67.95	\$369,242
Satellite Dishes		123	\$1.55	\$8,445
Rental of Video Cassettes and DVDs		116	\$47.80	\$259,738
Streaming/Downloaded Video		119	\$1.67	\$9,047
Audio (3)		111	\$162.63	\$883,712
Rental and Repair of TV/Radio/Sound Equipment		114	\$8.63	\$46,883
Pets		146	\$629.14	\$3,418,765
Toys and Games (4)		117	\$169.85	\$922,984
Recreational Vehicles and Fees (5)		118	\$381.57	\$2,073,458
Sports/Recreation/Exercise Equipment (6)		96	\$174.00	\$945,523
Photo Equipment and Supplies (7)		122	\$126.25	\$686,025
Reading (8)		118	\$182.54	\$991,928
Catered Affairs (9)		128	\$31.61	\$171,780
Food		114	\$8,748.21	\$47,537,749
Food at Home		112	\$5,016.29	\$27,258,516
Bakery and Cereal Products		112	\$670.10	\$3,641,314
Meats, Poultry, Fish, and Eggs		111	\$1,155.28	\$6,277,769
Dairy Products		112	\$555.94	\$3,020,957
Fruits and Vegetables		112	\$881.10	\$4,787,887
Snacks and Other Food at Home (10)		113	\$1,753.88	\$9,530,589
Food Away from Home		116	\$3,731.92	\$20,279,233
Alcoholic Beverages		116	\$661.20	\$3,592,970
Nonalcoholic Beverages at Home		112	\$488.78	\$2,656,004

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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Retail Goods and Services Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	116	\$2,013.75	\$10,942,712
Vehicle Loans	116	\$5,718.52	\$31,074,423
Health			
Nonprescription Drugs	111	\$113.96	\$619,271
Prescription Drugs	110	\$548.00	\$2,977,842
Eyeglasses and Contact Lenses	121	\$92.98	\$505,277
Home			
Mortgage Payment and Basics (11)	133	\$12,450.94	\$67,658,414
Maintenance and Remodeling Services	131	\$2,606.22	\$14,162,210
Maintenance and Remodeling Materials (12)	124	\$461.69	\$2,508,801
Utilities, Fuel, and Public Services	113	\$5,134.01	\$27,898,232
Household Furnishings and Equipment			
Household Textiles (13)	119	\$158.38	\$860,644
Furniture	121	\$725.24	\$3,940,967
Floor Coverings	125	\$93.78	\$509,614
Major Appliances (14)	119	\$361.24	\$1,962,970
Housewares (15)	103	\$88.39	\$480,310
Small Appliances	114	\$37.51	\$203,832
Luggage	126	\$11.66	\$63,346
Telephones and Accessories	78	\$33.25	\$180,685
Household Operations			
Child Care	125	\$578.55	\$3,143,857
Lawn and Garden (16)	123	\$513.90	\$2,792,522
Moving/Storage/Freight Express	109	\$66.39	\$360,772
Housekeeping Supplies (17)	115	\$807.00	\$4,385,233
Insurance			
Owners and Renters Insurance	125	\$576.96	\$3,135,183
Vehicle Insurance	115	\$1,344.34	\$7,305,122
Life/Other Insurance	123	\$513.04	\$2,787,871
Health Insurance	113	\$2,183.17	\$11,863,337
Personal Care Products (18)	116	\$463.64	\$2,519,420
School Books and Supplies (19)	111	\$118.41	\$643,427
Smoking Products	101	\$430.29	\$2,338,216
Transportation			
Vehicle Purchases (Net Outlay) (20)	117	\$5,152.56	\$27,999,031
Gasoline and Motor Oil	113	\$3,252.20	\$17,672,456
Vehicle Maintenance and Repairs	117	\$1,098.52	\$5,969,337
Travel			
Airline Fares	126	\$576.42	\$3,132,267
Lodging on Trips	126	\$548.49	\$2,980,481
Auto/Truck/Van Rental on Trips	130	\$47.96	\$260,635
Food and Drink on Trips	122	\$533.08	\$2,896,771

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Households		5,434	5,760
Families		3,999	4,208
Median Age		38.0	38.8
Median Household Income		\$68,900	\$77,411
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	105	\$5.02	\$27,288
Gasoline	113	\$3,181.14	\$17,286,333
Motor Oil	106	\$12.56	\$68,254
Vehicle Parts/Equipment and Accessories	109	\$61.21	\$332,603
Tire Purchase/Replacement	116	\$167.95	\$912,614
Vehicle Audio/Video Equipment and Installation	118	\$8.37	\$45,492
Vehicle Cleaning Products and Services	120	\$9.73	\$52,889
Services			
Auto Repair Service Policy	122	\$20.18	\$109,663
Membership Fees for Automobile Service Clubs	116	\$25.46	\$138,376
Global Positioning Services	121	\$3.07	\$16,701
Vehicle Air Conditioning Repair	122	\$21.49	\$116,803
Vehicle Body Work and Painting	116	\$44.27	\$240,580
Vehicle Brake Work	118	\$93.49	\$508,007
Vehicle Clutch/Transmission Repair	114	\$52.55	\$285,580
Vehicle Cooling System Repair	117	\$34.03	\$184,920
Vehicle Drive Shaft and Rear-end Repair	119	\$10.24	\$55,624
Vehicle Electrical System Repair	116	\$39.89	\$216,758
Vehicle Exhaust System Repair	117	\$15.73	\$85,471
Vehicle Front End Alignment/Wheel Balance & Rotation	116	\$21.43	\$116,457
Lube/Oil Change and Oil Filters	115	\$103.43	\$562,048
Vehicle Motor Repair/Replacement	117	\$107.92	\$586,450
Vehicle Motor Tune-up	120	\$74.06	\$402,467
Vehicle Shock Absorber Replacement	118	\$7.88	\$42,824
Vehicle Steering/Front End Repair	117	\$32.42	\$176,149
Tire Repair and Other Repair Work	118	\$76.66	\$416,586

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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Demographic Summary		2010	2015
Population		14,057	14,848
Households		5,434	5,760
Families		3,999	4,208
Median Age		38.0	38.8
Median Household Income		\$68,900	\$77,411
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	122	\$7,155.89	\$38,885,119
Savings Accounts	122	\$16,053.94	\$87,237,112
U.S. Savings Bonds	125	\$515.58	\$2,801,641
Stocks, Bonds & Mutual Funds	132	\$51,347.72	\$279,023,487
Annual Changes			
Checking Accounts	146	\$379.96	\$2,064,688
Savings Accounts	110	\$428.22	\$2,326,948
U.S. Savings Bonds	136	\$3.26	\$17,721
Earnings			
Dividends, Royalties, Estates, Trusts	122	\$1,203.81	\$6,541,520
Interest from Savings Accounts or Bonds	120	\$1,103.06	\$5,994,044
Retirement Plan Contributions	133	\$1,824.89	\$9,916,454
Liabilities			
Original Mortgage Amount	138	\$29,654.10	\$161,140,398
Vehicle Loan Amount 1	115	\$3,125.93	\$16,986,297
Amount Paid: Interest			
Home Mortgage	136	\$6,309.52	\$34,285,927
Lump Sum Home Equity Loan	131	\$169.81	\$922,752
New Car/Truck/Van Loan	121	\$253.12	\$1,375,442
Used Car/Truck/Van Loan	110	\$178.63	\$970,680
Amount Paid: Principal			
Home Mortgage	134	\$2,664.39	\$14,478,309
Lump Sum Home Equity Loan	128	\$214.25	\$1,164,251
New Car/Truck/Van Loan	123	\$1,363.85	\$7,411,187
Used Car/Truck/Van Loan	110	\$837.72	\$4,552,172
Checking Account and Banking Service Charges	110	\$30.44	\$165,396
Finance Charges, excluding Mortgage/Vehicle	117	\$286.40	\$1,556,274

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	5,946	Population	14,057
2010-2015 Percent Change	7.69%	Households	5,434
Percent Occupied	91.4%	Families	3,999
Percent Owner HHs	76.8%	Median Age	38.0
Median Home Value	\$161,154	Median Household Income	\$68,900
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	132	\$15,621.30	\$84,886,155
Mortgage Interest	136	\$6,309.52	\$34,285,927
Mortgage Principal	134	\$2,664.39	\$14,478,309
Property Taxes	128	\$2,832.35	\$15,390,968
Homeowners Insurance	126	\$565.80	\$3,074,536
Ground Rent	109	\$78.89	\$428,674
Maintenance and Remodeling Services	131	\$2,606.22	\$14,162,210
Maintenance and Remodeling Materials	124	\$461.69	\$2,508,801
Property Management and Security	120	\$102.45	\$556,730
Rented Dwellings	71	\$2,439.17	\$13,254,434
Rent	71	\$2,297.57	\$12,485,013
Rent Received as Pay	61	\$55.99	\$304,235
Renters' Insurance	86	\$11.16	\$60,647
Maintenance and Repair Services	79	\$16.66	\$90,538
Maintenance and Repair Materials	109	\$57.78	\$314,001
Owned Vacation Homes	128	\$596.51	\$3,241,446
Mortgage Payment	132	\$270.24	\$1,468,493
Property Taxes	124	\$139.74	\$759,343
Homeowners Insurance	123	\$18.20	\$98,908
Maintenance and Remodeling	126	\$146.58	\$796,524
Property Management and Security	127	\$21.75	\$118,178
Housing While Attending School	132	\$107.56	\$584,493
Household Operations	120	\$1,892.90	\$10,286,018
Child Care	125	\$578.55	\$3,143,857
Care for Elderly or Handicapped	126	\$90.91	\$494,032
Appliance Rental and Repair	123	\$29.91	\$162,552
Computer Information Services	118	\$286.80	\$1,558,459
Home Security System Services	130	\$34.05	\$185,051
Non-Apparel Household Laundry/Dry Cleaning	13	\$4.87	\$26,448
Housekeeping Services	126	\$192.91	\$1,048,287
Lawn and Garden	123	\$513.90	\$2,792,522
Moving/Storage/Freight Express	109	\$66.39	\$360,772
PC Repair (Personal Use)	111	\$9.83	\$53,401
Reupholstering/Furniture Repair	127	\$10.10	\$54,890
Termite/Pest Control	125	\$30.47	\$165,563
Water Softening Services	103	\$5.77	\$31,340
Internet Services Away from Home	121	\$3.22	\$17,520
Voice Over IP Service	111	\$7.38	\$40,129
Other Home Services (1)	122	\$27.82	\$151,196

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	113	\$5,134.01	\$27,898,232
Bottled Gas	94	\$63.60	\$345,579
Electricity	112	\$1,902.30	\$10,337,118
Fuel Oil	96	\$107.26	\$582,873
Natural Gas	120	\$785.31	\$4,267,397
Telephone Services	111	\$1,605.18	\$8,722,533
Water and Other Public Services	121	\$662.92	\$3,602,312
Coal/Wood/Other Fuel	86	\$7.44	\$40,419
Housekeeping Supplies	115	\$807.00	\$4,385,233
Laundry and Cleaning Supplies	113	\$215.66	\$1,171,884
Postage and Stationery	116	\$236.64	\$1,285,887
Other HH Products (2)	116	\$354.70	\$1,927,462
Household Textiles	119	\$158.38	\$860,644
Bathroom Linens	116	\$20.64	\$112,167
Bedroom Linens	117	\$72.82	\$395,683
Kitchen and Dining Room Linens	121	\$3.73	\$20,247
Curtains and Draperies	123	\$35.52	\$193,000
Slipcovers, Decorative Pillows	119	\$5.11	\$27,753
Materials for Slipcovers/Curtains	121	\$18.49	\$100,479
Other Linens	119	\$2.08	\$11,315
Furniture	121	\$725.24	\$3,940,967
Mattresses and Box Springs	116	\$92.54	\$502,889
Other Bedroom Furniture	120	\$128.21	\$696,717
Sofas	118	\$179.42	\$974,970
Living Room Tables and Chairs	121	\$99.91	\$542,890
Kitchen, Dining Room Furniture	122	\$75.60	\$410,795
Infant Furniture	122	\$13.59	\$73,834
Outdoor Furniture	133	\$35.36	\$192,137
Wall Units, Cabinets, Other Furniture (3)	126	\$100.61	\$546,735
Major Appliances	119	\$361.24	\$1,962,970
Dishwashers and Disposals	124	\$33.91	\$184,274
Refrigerators and Freezers	119	\$97.60	\$530,347
Clothes Washers	121	\$60.31	\$327,720
Clothes Dryers	121	\$46.24	\$251,251
Cooking Stoves and Ovens	122	\$57.85	\$314,331
Microwave Ovens	113	\$14.43	\$78,392
Window Air Conditioners	92	\$6.49	\$35,244
Electric Floor Cleaning Equipment	113	\$25.41	\$138,089
Sewing Machines and Miscellaneous Appliances	118	\$19.01	\$103,322

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	125	\$93.78	\$509,614
Housewares	103	\$88.39	\$480,310
Small Appliances	114	\$37.51	\$203,832
Window Coverings	137	\$53.19	\$289,039
Lamps and Other Lighting Fixtures	125	\$29.37	\$159,581
Infant Equipment	32	\$6.37	\$34,639
Rental of Furniture	77	\$3.55	\$19,278
Laundry and Cleaning Equipment	114	\$25.44	\$138,243
Closet and Storage Items	24	\$5.97	\$32,452
Luggage	126	\$11.66	\$63,346
Clocks and Other Household Decoratives	36	\$73.25	\$398,043
Telephones and Accessories	78	\$33.25	\$180,685
Telephone Answering Devices	114	\$0.96	\$5,197
Grills and Outdoor Equipment	32	\$16.92	\$91,922
Power Tools	109	\$34.75	\$188,812
Hand Tools	111	\$11.41	\$61,999
Office Furniture/Equipment for Home Use	128	\$20.91	\$113,652
Computers and Hardware for Home Use	118	\$225.51	\$1,225,424
Software and Accessories for Home Use	119	\$33.98	\$184,650
Other Household Items (4)	116	\$120.39	\$654,221

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Households		5,434	5,760
Families		3,999	4,208
Median Household Income		\$68,900	\$77,411
Males per 100 Females		95.3	94.1
Population By Age			
Population <5 Years		7.3%	7.1%
Population 5-17 Years		18.9%	19.4%
Population 65+ Years		10.9%	12.9%
Median Age		38.0	38.8
		Spending Potential Index	Average Amount Spent
			Total
Health Care		114	\$4,230.48
			\$22,988,410
Medical Care		114	\$2,047.31
			\$11,125,072
Physician Services	117	\$265.79	\$1,444,285
Dental Services	118	\$384.94	\$2,091,770
Eyecare Services	118	\$59.10	\$321,146
Lab Tests, X-Rays	117	\$64.62	\$351,169
Hospital Room and Hospital Services	117	\$160.85	\$874,068
Convalescent or Nursing Home Care	99	\$22.94	\$124,658
Other Medical services (1)	121	\$135.34	\$735,440
Nonprescription Drugs	111	\$113.96	\$619,271
Prescription Drugs	110	\$548.00	\$2,977,842
Nonprescription Vitamins	113	\$64.05	\$348,060
Medicare Prescription Drug Premium	94	\$46.49	\$252,603
Eyeglasses and Contact Lenses	121	\$92.98	\$505,277
Hearing Aids	98	\$21.32	\$115,876
Medical Equipment for General Use	122	\$7.69	\$41,810
Other Medical Supplies (2)	116	\$59.22	\$321,798
Health Insurance		113	\$2,183.17
			\$11,863,337
Blue Cross/Blue Shield	117	\$657.88	\$3,574,909
Commercial Health Insurance	124	\$463.91	\$2,520,906
Health Maintenance Organization	117	\$391.53	\$2,127,582
Medicare Payments	97	\$400.67	\$2,177,216
Long Term Care Insurance	116	\$97.03	\$527,256
Other Health Insurance (3)	102	\$172.15	\$935,468

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Pierce Township, OH
Pierce township, OH (3902562540)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		14,057	14,848
Households		5,434	5,760
Families		3,999	4,208
Median Age		38.0	38.8
Median Household Income		\$68,900	\$77,411
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	127	\$784.56	\$4,263,281
Admission to Movies, Theater, Opera, Ballet	121	\$183.10	\$994,991
Admission to Sporting Events, excl.Trips	130	\$77.63	\$421,849
Fees for Participant Sports, excl.Trips	127	\$135.34	\$735,422
Fees for Recreational Lessons	133	\$181.28	\$985,082
Membership Fees for Social/Recreation/Civic Clubs	126	\$206.45	\$1,121,829
Dating Services	98	\$0.76	\$4,107
Rental of Video Cassettes and DVDs	116	\$47.80	\$259,738
Toys & Games	117	\$169.85	\$922,984
Toys and Playground Equipment	117	\$165.21	\$897,759
Play Arcade Pinball/Video Games	109	\$2.07	\$11,244
Online Entertainment and Games	111	\$2.57	\$13,981
Recreational Vehicles and Fees	118	\$381.57	\$2,073,458
Docking and Landing Fees for Boats and Planes	129	\$9.12	\$49,554
Camp Fees	132	\$37.94	\$206,149
Purchase of RVs or Boats	116	\$323.86	\$1,759,830
Rental of RVs or Boats	125	\$10.66	\$57,925
Sports, Recreation and Exercise Equipment	96	\$174.00	\$945,523
Exercise Equipment and Gear, Game Tables	102	\$83.95	\$456,206
Bicycles	121	\$24.02	\$130,519
Camping Equipment	49	\$7.14	\$38,820
Hunting and Fishing Equipment	71	\$27.13	\$147,432
Winter Sports Equipment	116	\$7.48	\$40,636
Water Sports Equipment	115	\$7.66	\$41,632
Other Sports Equipment	122	\$11.59	\$62,978
Rental/Repair of Sports/Recreation/Exercise Equipment	126	\$5.02	\$27,299
Photographic Equipment and Supplies	122	\$126.25	\$686,025
Film	112	\$8.22	\$44,662
Film Processing	119	\$26.68	\$144,988
Photographic Equipment	122	\$52.26	\$283,999
Photographer Fees/Other Supplies & Equip Rental/Repair	127	\$39.08	\$212,377
Reading	118	\$182.54	\$991,928
Magazine/Newspaper Subscriptions	119	\$75.49	\$410,221
Magazine/Newspaper Single Copies	108	\$20.64	\$112,182
Books	119	\$86.41	\$469,526

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012